

Spring 2018

Social Media Strategy for With Purpose

Kelly Lauck
kil3@zip.s.uakron.edu

Please take a moment to share how this work helps you [through this survey](#). Your feedback will be important as we plan further development of our repository.

Follow this and additional works at: http://ideaexchange.uakron.edu/honors_research_projects



Part of the [Advertising and Promotion Management Commons](#)

Recommended Citation

Lauck, Kelly, "Social Media Strategy for With Purpose" (2018). *Honors Research Projects*. 665.
http://ideaexchange.uakron.edu/honors_research_projects/665

This Honors Research Project is brought to you for free and open access by The Dr. Gary B. and Pamela S. Williams Honors College at IdeaExchange@UAkron, the institutional repository of The University of Akron in Akron, Ohio, USA. It has been accepted for inclusion in Honors Research Projects by an authorized administrator of IdeaExchange@UAkron. For more information, please contact mjon@uakron.edu, uapress@uakron.edu.

Social Media Strategy for With Purpose

Kelly Lauck

School of Communication

Honors Research Project

Submitted to

The Honors College

Approved:

Mckenna Vieth Date 4-19-18
Honors Project Sponsor (signed)

Mckenna Viethmeier
Honors Project Sponsor (printed)

Julie A. Cajigas Date 4-23-18
Reader (signed)

Julie A Cajigas
Reader (printed)

Juan E. Contreras Date 4-23-18
Reader (signed)

Juan E. Contreras
Reader (printed)

Accepted:

Heather Watten Date 4/26/18
School Director (signed)

Heather Watten
School Director (printed)

Kathleen D. Clark Date 4/24/2018
Honors Faculty Advisor (signed)

Kathleen D. Clark
Honors Faculty Advisor (printed)

Dean, Honors College

Kelly Lauck

Major: Public Relations

Sponsor: McKenna Vietmeier

Number of Credits: 3

Social Media Strategy for With Purpose

Abstract

The intent of my Honors Research Project is to prepare, execute, and analyze a social media strategy as part of an education campaign for the childhood cancer organization With Purpose. The social media campaign that I created was part of a greater public relations campaign for With Purpose. I worked on a four-person team to develop the campaign for the Public Relations Student Society of America's 2018 Bateman Case Study Competition.

In order to properly prepare and execute the strategy, I conducted a situation analysis to learn more about With Purpose, set social media goals and objectives to provide direction for the campaign, and planned and created content for each social media platform. Throughout the course of the campaign, I posted content for the campaign's Facebook, Twitter, and Instagram pages. Additionally, I monitored the pages and engaged with followers to build a base of followers. Preparation and research, along with consistent posting and monitoring allowed me to achieve the social media goals of this public relations campaign.

Table of Contents

Section 1: Executive Summary	4
Section 2: Literature Review.....	5
Works Cited.....	9
Section 3: Situation Analysis.....	11
Section 4: Research	14
Section 5: Social Media Objectives.....	16
Section 6: Messaging Strategy and Key Messages	17
Section 7: Social Media Strategy	18
Section 8: Implementation	19
Section 9: Analytics.....	20
Section 10: Evaluation	25
Section 11: Reflection	26
Appendix.....	26

Section 1: Executive Summary

The intent of my Honors Research Project was to prepare a social media strategy as part of a public relations campaign for the childhood cancer organization With Purpose. With Purpose is a national childhood cancer advocacy organization that is aimed at encouraging young leaders to make sure children affected by cancer have access to safe and effective treatments. The organization advocates for families affected by childhood cancer and invests in the research that leads to groundbreaking treatments for children with cancer. I created a social media strategy to help With Purpose achieve its organizational goals, such as expanding its presence on social media, building its reputation within the communities it serves; and facilitating the posting of content.

The social media campaign that I created was part of a greater public relations campaign for With Purpose. I worked on a four-person team to develop a campaign for the Public Relations Student Society of America's 2018 Bateman Case Study Competition. Our team, along with teams from universities across the country, created a campaign to increase awareness for funding and research issues for childhood cancer and advance With Purpose's brand. While the team will collaborate and create and execute our campaign's research, objectives, programming and evaluation, I worked individually to research and execute the social media component of the campaign.

In order to prepare a social media strategy that fits With Purpose's needs and aligned with my campaign's goals and objectives, I began by researching and analyzing the process by which its social media pages are currently managed. This was done by conducting a situation analysis. Once I was able to analyze With Purpose's internal and external environment, publics, and reputation, I was able to begin the formulation of the social media plan. Planning and referencing the situation analysis played an important role in my social media strategy. I relied on content calendars to specify exactly what content would be posted and when, which helped to facilitate the execution of the social media strategy. Planning, monitoring, utilizing the situation analysis, and engaging helped me to achieve the social media goals which I had set fourth during the onset of my campaign.

As a prospective public relations professional, it is imperative that I not only gain a better understanding of the world of social media, but also learn how to manage it in order to increase brand awareness and drive profitability. Completing this project has given me a glimpse into the world of public relations and marketing, and has given me a competitive advantage when applying for positions.

Section 2: Literature Review

Companies and organizations use social media to achieve a variety of business objectives, such as spreading brand awareness, engaging new and existing customers, or soliciting customer feedback. Researchers and industry experts have prepared the best practices of creating a social media strategy for a company or organization in order to ensure that marketing and public relations professionals are well prepared to create their own social media plans. The world of social media is constantly changing, but there are certain standards that should always be upheld when considering how to work with a client, define their business objectives, and design a social media strategy that will help them achieve said objectives.

Sitting down with a client is a crucial part of creating a social media strategy, as that is the public relations professional's opportunity to gather more detailed company information and help their client define their social media objectives. Doyle (2016) lists several critical things to discuss when meeting with a PR client for the first time (Doyle, 2016). The first two things are to discuss payment terms and communication preferences. PR professionals should make clients aware of the payment terms up front in order to create an atmosphere of transparency and to avoid any payment issues that could arise in the future. Communication preferences should be made clear as well. This includes defining when it is appropriate to communicate with one another and which methods of communication are preferred, such as email, phone, or text. Another thing to define is who will be responsible for sending samples and press releases to the media. Doyle says that while this may seem like it would be a nonissue, miscommunications can arise, resulting in missed deadlines (Doyle, 2016). Clients should also be made aware of when the reporting process will take place and what insights and results will be discussed.

The next step in creating a social media strategy is to perform a situation analysis. Smith defines a situation analysis as a document that outlines a company or organization's public relations situation by defining its internal and environments, public perception, and key publics (Smith, 2017). Before creating a successful strategic communication plan, public relations professionals must have a complete understanding of their organization. After performing initial research and meeting with a client, a PR professional will be able to use the information gathered to list and assess these various aspects of a company or organization (Smith, 2017). This will allow them to better understand their client's public relations goals and create a social media strategy that will properly address them. Using the information gathered in the situation analysis, the public relations professional's next step is to prepare a social media strategy. Aufferman and Bernheimer explored two different methods for preparing a social media strategy.

Aufferman lists several steps to help PR professionals focus their social media efforts on their client's goals and achieve sustainable success. These are to be aware of clients' goals, identify the business' social media structure, integrate social media into an existing plan, establish a social media policy, examine workflow and be willing to change it, and integrate listening into strategies. Knowing a business' goals and social media structure can help PR professionals easily create a plan to best suit the needs of their clients. Integrating social media into an existing plan involves defining responsibilities "so that social media doesn't become a turf war" (Aufferman, 2010, paragraph 4). Future conflicts or miscommunications within a client's organization can be avoided if social media responsibilities and roles are clearly defined from the beginning. Aufferman (2010) defines establishing a social media policy as identifying who can say what, and when and where they can say it. It also involves defining who will respond in a time of crisis and when. The process of examining workflow requires finding time to set aside to dedicate to content creation and planning as well as posting and post monitoring. Having a streamlined process will help eliminate confusion. The final step is the integration of listening. Because social media provides people with a platform to share ideas and a way of connecting with one another, it is imperative that businesses and organizations take advantage of this key feature in order to connect with their customers and gather genuine, honest feedback. Aufferman (2010) also says that listening can include reaching out to niche markets by joining social media platforms specifically targeted towards them. For example, Pinterest tends to be a popular social media for people who enjoy cooking and crafting (Aufferman, 2010).

Bernheimer provides advice for navigating and standing out in the crowded landscape of social media (Bernheimer, 2014). The first recommendation is to thoroughly examine the messages and content that will be posted. Because there is an ever-expanding wealth of content already available online, it is imperative that businesses examine what they intend to post in order to ensure that it stands out among the crowd. Intentional, engaging content will keep followers coming back to a company or organization's pages time after time. Bernheimer (2014) also notes that it is important for a company or organization to align their content with viewer expectations. As the general production quality of content on the Internet improves, so do viewer expectations. Ensuring that all content posted aligns with those expectations will not only impress and engage existing followers, but will also attract and excite new followers. The final tip is to make a sound investment in social media. While a monetary investment in social media may be helpful to a company or organization, an investment of time and creativity can just as easily drive them toward their business goals. Bernheimer recognizes that most people do not become social media experts overnight, but with time and careful planning, followers can be kept engaged. Bernheimer says "when it comes to social media, success simply means presenting

meaningful messages in such a way that your viewers don't ask for their two minutes back.” (Bernheimer, 2014, paragraph 9)

Public relations and communications scholars have also conducted research on the best practices of and most effective techniques for social media marketing. Ashley and Tuten explore the creative strategies present in social media by surveying a sample of top brands. An analysis of 28 brands revealed which social media channels are most commonly used, which creative strategies are being employed, and how these channels and creative strategies relate to consumer behavior. The most common social media channels were social networking sites and microblogs. Social networking sites are websites, like Facebook and LinkedIn, that are designed so that a person can maintain contact with specific groups of people, such as family, coworkers, or friends. Microblogging websites are platforms that allow users to post short updates; Twitter is one of the most ubiquitous microblogs. Ashley and Tuten (2014) also explore the creative strategies of the same 28 companies to examine what type of content is being produced throughout the sample of brands. A variety of branded content was evaluated and categorized, and it was found that a majority of the brands (18 of 28) developed unique content for their social media channels. The remaining 10 brands used their social media in order to leverage their existing marketing campaigns. Ashley and Tuten (2014) considered the use of these creative strategies in relation to the brands' encouragement of consumer behavior. 26 of the 28 brands invited users to share content, while 14 of the brands offered consumers an incentive for sharing. In terms of sales promotions, contests were used by 14 brands and discounts were used by 7. Additionally, 10 brands offered consumers an opportunity to provide feedback about or vote on their content and on the content of other consumers (Ashley and Tuten, 2014).

Kumar, Bezawada, Rishika, Janakiraman, and Kannan (2016) examined the effects of a company or organization's original content on consumers and their behavior. This original content is referred to as firm-generated content, or FGC. The researchers analyzed FGC in respect to three consumer metrics: spending, cross-buying, and customer profitability. FGC was found to have a positive effect on all three metrics: it saw an increase in customer spending and cross-buying, as well as helped increase consumer profitability. However, marketers and PR professionals must understand that only certain customers respond positively to FGC. Positive responding consumers tend to have the motivation to seek out information, are tech savvy, and have a desire to socialize online. The researchers also noted certain characteristics of more successful examples of FGC. Marketers use FGC on social media to communicate several types of messages, such as product and promotional information and information about special events, which are often accompanied by a relevant photo, video, infographic, or other visual. A business'

postings on social media typically combine to include both promotional and non-promotional messages (Kumar et al., 2016).

Public relations scholars have also studied the impacts of various communication styles on brand perception and consumer behavior. Stienmann, Mau, and Schramm-Klein (2015) analyzed the certain brands' communication styles and how they influence consumers' brand perception and brand purchase decisions. The study illustrates that a company or organization's communication style on social media is crucial when forming a consumer's first impression of their brand. A key finding of this study is that consumers tend to respond positively to the communication style to which they are most accustomed. This study was conducted in Germany, where consumers tend to expect non-personalized, formal messaging from brands. It is crucial for public relations professionals to not only know, but also to understand their target audiences. Doing so will facilitate the communication process and aid the company in creating appropriate messaging for their consumers. The study's results also suggest that repeated interaction between a brand and its online community members or followers can create positive effects on consumers' perceptions of certain brands (Stienmann et al., 2015).

Additionally, several studies have been conducted on how nonprofit organizations utilize social media to connect and engage with their key publics. Lovejoy et al. identified three main points that each nonprofit social media strategy should focus on: information sharing, dialogue building, and mobilization of followers (Lovejoy et al., 2015). Social media platforms have become a key way by which people find information. Nonprofit organizations can take advantage of this fact and use social media as an avenue to provide followers with more information about their organization. Social media can also allow nonprofit organizations to provide followers with avenues to even more information, such as links to the organization website. Dialogue building is an important aspect of nonprofit social media because it gives organizations a chance to start conversations about their respective causes, build relationships with followers, and allow followers to network and build relationships amongst themselves. Proper dialogue on social media is the key to truly engaging followers. Finally, mobilization of followers is an important task that nonprofit public relations professionals need to remember. They can use social media to recruit more volunteers, gather more donations, and make more advocates for their cause. All of these points are important to consider when crafting a social media strategy for a nonprofit organization (Lovejoy et al., 2015).

Several of these concepts and theories that were presented above were kept in mind during the creation of the social media strategy. The situation analysis was also used to identify the goals of and guide the content for With Purpose's social media platforms. An ideal campaign

capitalizes on a company's strengths and opportunities, while addressing and improving upon their weaknesses. Additionally, this research highlighted the generation of original content and its importance in the roles of engaging and sustaining a follower base. These findings will need to be kept in mind when creating content style guides or calendars for the plan, in order to prioritize and emphasize the importance of content. Ensuring that content is not only of professional quality but also engaging is imperative.

The social media campaign that I created was part of a greater public relations campaign for With Purpose. I worked on a four-person team to develop the campaign for the Public Relations Student Society of America's (PRSSA) 2018 Bateman Case Study Competition. While the team worked to create and execute our campaign's research, objectives, programming and evaluation, I worked independently to research and execute the social media strategy.

The purpose of this paper will be to create, implement, and evaluate a social media strategy for my team's With Purpose campaign. Using the knowledge and experience mentioned above, this paper will explore the processes of defining a company or organization's objectives and target audience, managing their accounts on various social media platforms, and creating content that will appeal to and engage their followers.

Works Cited

Ashley, C., & Tuten, T. (2014). Creative strategies in social media marketing: an exploratory study of branded social content and consumer engagement. *Psychology & Marketing*, 32(1), 15-27.

Aufferman, K. (2010, July 1). *Achieving success with social media*.

Retrieved from http://www.prsa.org/intelligence/tactics/articles/view/8702/1017/achieving_success_with_social_media#.WB9ovneZOCQ

Bernheimer, M. (2014, August 1). *Social media video: do it right when you do it yourself*.

Retrieved from <http://www.prsa.org/intelligence/tactics/articles/view/10742/1097/>

Doyle, R. (2016). 5 Critical things to discuss with a new PR client (Before you start pitching)

- PR Couture*. Retrieved from <http://www.prcouture.com/2015/11/new-client-pr-tips/>
- Grewal, D., & Levy, M. (2013). *Marketing Principles*. New York, NY: McGraw Hill, Irwin.
- Kumar, A., Bezawada, R., Rishika, R., Janakiraman, R., & Kannan, P. (2016). From Social to Sale: The Effects of Firm-Generated Content in Social Media on Customer Behavior. *Journal of Marketing*, 80(1), 7-25.
- Lovejoy, K., & Saxton, G. D. (2012). Information, Community, and Action: How Nonprofit Organizations Use Social Media*. *Journal of Computer-Mediated Communication*, 17(3), 337-353. doi:10.1111/j.1083-6101.2012.01576.x
- Smith, A., & Anderson, M. (2018, March 01). Social Media Use in 2018. Retrieved April 04, 2018, from <http://www.pewinternet.org/2018/03/01/social-media-use-in-2018/>
- Smith, R. D. (2017). *Strategic Planning for Public Relations*. Milton: Taylor and Francis.
- Steinmann, S., Mau, G., & Schramm-Klein, H. (2015). Brand communication success in online consumption communities: an experimental analysis of the effects of communication style and brand pictorial representation. *Psychology & Marketing*, 32(3), 356-371.

Section 3: Situation Analysis

The situation analysis below was prepared as a part of the greater With Purpose public relations campaign.

a. Company Background

With Purpose is a youth and community led organization that aims to advocate for children and families affected by childhood cancer while educating the public on key issues surrounding childhood cancer funding and research. With Purpose supports research organizations who provide safe, effective treatment options for kids with cancer, through youth-led activism as well as academic and community led partnerships.

With Purpose was founded in 2013 by parents Erin Benson and Mike Lee, who felt deeply moved and inspired to create a movement after losing their two-year-old son, Sam, to a fatal form of brain cancer called DIPG. While Sam was undergoing treatment, Benson and Lee were told that the best modern medicine would give their son one more year to live, on average. Because Sam was so young, he was not eligible for any clinical trials. After Sam's passing, Benson and Lee became inspired to do something and began With Purpose.

While they were in the process of forming the organization, Benson and Lee noticed that it was the young people in their lives who were integral in shaping and envisioning With Purpose. For this reason, young people are now the vehicle through which With Purpose carries out its mission, which is as follows:

We advocate for families affected by childhood cancer, empower youth and community leaders to take action and invest in ground-breaking initiatives that remove the barriers to advancing treatment for childhood cancer.

With Purpose pursues its mission through a variety of methods, including working with academic institutions to create service learning opportunities, creating community fundraisers and partnerships, and supporting youth fundraising activities in high schools and on college campuses.

b. Situation Background

With Purpose works to attack three distinct issues in the problem surrounding the advancement of treatment for childhood cancer. They have defined them as:

1. **Failure to Fund:** The National Cancer Institute (NCI) designates roughly 4% of its annual budget to childhood cancer funding and research, according to Cancer in Children and Adolescents report by the NCI (Cancer in Children and Adolescents, 2017). The NCI is a federally funded agency that conducts cancer research and issues grants to other organizations that conduct cancer research.
2. **Failure to Pursue Breakthroughs:** Often times, promising research does not translate into clinical trials. On average, it takes five years for research to move into clinical trials. Additionally, drug development is not initiated for children until the drug is in the third phase of clinical trials for adults. Pharmaceutical companies would rather test the risks and benefits of a drug on adults first rather than expose children to “unknown entities” (Scudellari, 2015).
3. **Market Failures:** Pharmaceutical companies rarely invest in the development of new drugs for childhood cancer because it is unprofitable. Drug companies can spend up to

\$1.4 billion in out-of-pocket costs in order to bring a new drug to the market. Therefore, they rarely invest in new drugs that could provide effective treatment for children with cancer (Scudellari, 2015).

As an organization, With Purpose strives to shed light on these issues and instill in young people a sense of empowerment and advocacy. However, as a newer non-profit with limited resources, they suffer from low levels of awareness in high schools and on college campuses. These low awareness levels encompass not only With Purpose as an organization and as a brand, but also the issues surrounding childhood cancer funding and research. Our campaign's goals were to bring awareness to and educate students at UA about these issues and about With Purpose.

c. Significance

The public relations situation facing With Purpose is significant because it presents them with several opportunities to advance their brand identity, build their donation base, and grow the amount of With Purpose chapters on college campuses across the country. This situation is important to With Purpose's mission because without proper resources or funding, the organization cannot continue to carry out its mission. While the situation as a whole affects the entire organization, its effects can be most heavily felt by childhood cancer patients and their families, as With Purpose fights for more research and funding of new and effective treatments.

2. Organization

a. Internal Environment

With Purpose partners with academic institutions and small businesses in order to spread awareness about childhood cancer. Many students are offered internship and service-learning opportunities, which are supported by the With Purpose team through the process of designing, organizing and executing fundraising events.

With Purpose is overseen by its founders, Erin Benson and Mike Lee. With Purpose's communication resources include their website and social media. All social media sites including Facebook, Twitter, and Instagram cite Erin as their contact and main page administrator. For the national organization, all contact and communication is directed to Erin. With Purpose's communications efforts depend greatly on their volunteers, as well as academic and business partnerships.

b. External Environment

With Purpose is headquartered in Minneapolis, Minnesota, but also has operations in Texas, Minnesota and South Carolina. Along with their nonprofit branches, they have a College Station chapter on campus at Texas A&M University. They seek donations through fundraisers, but their main goal is to spread awareness of childhood cancer and inspire youth to become advocates for those affected by the disease.

The challenge that With Purpose faces is differentiating itself among many other cancer organizations with similar goals, many of which have chapters on college campuses across the country. With Purpose's uniqueness is its youth-led movement with a focus on childhood cancer. The non-profit struggles for awareness and to distinguish themselves as a notable organization. When researched on the web, With Purpose was the first result, but was not found attached to any other links. With Purpose is seldom written about in the media. The organization is limited to its community boundaries and its continuous volunteers.

c. Public Perception

After monitoring social media and press features, we established that outside of any press for the current Bateman competition - which is scarce at this time - that With Purpose does not garner a lot of national media attention. Most news or press releases were created by the organization and are only listed on their website. As stated previously, there is only one college chapter, which does not receive much media attention. Through monitoring social media and the website, we can gather that With Purpose seems to have a very positive reputation.

d. Problem/Opportunity Statement

Since its origin in 2013, With Purpose has struggled to be a prevalent and well-known cancer organization. The University of Akron provides a capacity for leaders to transform into advocates for With Purpose. UA is an environment that harvests beginning organizations and could create the exposure that With Purpose needs. Establishing With Purpose as a brand on campus at UA would help the organization's goal to spread childhood awareness.

Works Cited

Cancer in Children and Adolescents. (n.d.). Retrieved October, 2017, from

<https://www.cancer.gov/types/childhood-cancers/child-adolescent-cancers-fact-sheet>

Scudellari, M. (2015, July 20). Children's cancer is unprofitable and ignored in the

magazine. *Newsweek*. Retrieved from [www.newsweek.com/2015/07/31/childrens-](http://www.newsweek.com/2015/07/31/childrens-cancer-unprofitable-and-ignored-355135.html)

[cancer-unprofitable-and-ignored-355135.html](http://www.newsweek.com/2015/07/31/childrens-cancer-unprofitable-and-ignored-355135.html).

Section 4: Research

a. Overview

In order to gain knowledge of the target audience and better formulate a social media plan, a Qualtrics survey was conducted from October 18, 2017 to November 22, 2017. The survey was created, distributed, and analyzed by the entire Bateman team. The survey was distributed electronically, both via email and social media, to a simple convenience sample. 302 responses were collected (62 of which were partial): 174 (64.68%) were female, 94 (34.94%) were male and 1 (0.37%) indicated other.

Our primary research results drove the planning and implementation of our campaign. Included below are some of the findings that pertain to the social media portion of the campaign. The results helped me to better create my campaign by providing a better understanding of the target audience's social media habits and preferences. A copy of the full survey is provided in the Appendix.

Survey Results

a. Awareness Questions:

- 76% of respondents believe that childhood cancer receives 20% or more funding in comparison with breast cancer, lung cancer, leukemia, colon cancer, ovarian cancer, or prostate cancer.
- 52.40% (142) of respondents feel that they know a moderate amount to a great deal about cancer research.
- .08% (13) of respondents are aware of With Purpose.

b. Social Media Questions:

- Average amount of hours spent on social media/week:
 - 0-2 hours: 13 people (4.81%)
 - 2-5 hours: 51 people (18.89%)
 - 5-10 hours: 115 people (42.59%)
 - 10-15 hours: 56 people (20.74%)
 - 15+ hours: 35 people (12.96%)

Social Media Platform Usage						
	Facebook	Twitter	Snapchat	Instagram	Pintrest	LinkedIn
Every day	68.66%	77.82%	52.08%	69.81%	8.53%	5.06%
2-5 times per week	16.04%	8.65%	12.83%	12.08%	18.99%	9.34%
Once a week	9.33%	3.38%	8.30%	6.04%	25.58%	26.07%
Never	5.97%	10.15%	26.79%	12.08%	46.90%	59.53%

c. Social Media Research: In order to gain insight on the types of content posted and verbiage used in posts, I conducted some observational research of the With Purpose social media portfolio by monitoring the national With Purpose Facebook, Instagram, and Twitter accounts

prior to the beginning of the campaign. Across all three platforms, I reviewed a year's worth of posts, from October 2016 to October 2017, on all three of With Purpose's platforms. After reviewing With Purpose's posts, I determined that With Purpose shared several different "categories" of content. These included information about the organization, facts about pediatric cancer research and treatment, and relevant news articles related to childhood cancer. Below are examples of common With Purpose Facebook posts.

Section 5: Social Media Objectives

In order to provide overall direction and purpose for the campaign, several campaigns were set. To frame the social media strategy, the following goals and objectives were set for the social media portion of the campaign. The goals and objectives below were prepared as a part of the greater With Purpose public relations campaign.

- Social Media Objective 1: Generate interaction and engagement with 200 students on social media and at events from February 15, 2018 to March 15, 2018.
- Rationale: The target number for engagement and interaction was chosen based on the amount of survey responses received. I wanted to set a goal that was significant enough to reach a sizable segment of our target audience, but still obtainable.

Strategy: Create an event that engages students interpersonally while encouraging them to use social to enhance their event experience.

- **Tactic 1:** Create an interactive photo station at our Friendship Bracelets for the Kids event where students can take photos to post on their social media.
- Social Media Objective 2: Generate 1,000 likes, comments, and shares on media posts leading up to Friendship Bracelets for the Kids on March 7.
- Rationale: Engagements needed to increase in order to promote the event and increase attendance.

Strategy: Engage UA students on social media by leveraging other student organizations and campus resources.

- **Tactic 1:** Craft social media posts that inform students about the upcoming event and encourage them to attend Friendship Bracelets for the Kids and Trivia Night.
- **Tactic 2:** Reach out to student organizations and residence hall students, through both mentions and direct messages, on social media and encourage them to attend Friendship Bracelets for the Kids and Trivia Night.
- **Tactic 3:** Utilize The University of Akron “Life As A Zip” Instagram account to promote Friendship Bracelets for the Kids.

Section 6: Messaging Strategy and Key Messages

The messaging strategy and key messages below were prepared as a part of the greater With Purpose public relations campaign.

a. Overview:

Our message strategy focused on raising awareness of the main pain points surrounding cancer funding and research and highlighted the 4% of funding received by the NCI. Our messages featured an overall sense of empowerment, in order to better motivate our audience, and better encourage them that they can get involved and make a difference. It also focused on promoting With Purpose as a brand on UA's campus. Our key messages were:

1. With Purpose is a youth-led movement dedicated to advocating for children & families affected by cancer.
2. There are many obstacles in the way of breakthroughs in childhood cancer, including funding and research. The National Cancer Institute only dedicated 4% of its budget to childhood cancer research.
3. By empowering young people and engaging local communities, we can overcome these obstacles and spread awareness to issues surrounding the funding, research, and treatment of childhood cancer.

b. Verbal Communication Strategies:

- Messages were be serious and conveyed the issues at hand: childhood cancer is vastly underfunded and under researched.
- Messages had a positive and empowering undertone to encourage students that they can make a difference by getting involved.
- Messages encouraged people to interact with With Purpose as a brand - on their website and social media.

c. Nonverbal Communication Strategies:

- Messages featured the With Purpose logo and colors.
- Photos and videos featured images of students at The University of Akron at our various events and graphics detailing different facts about childhood cancer.

d. Message Appeals:

- Present an emotional appeal: childhood cancer faces many struggles in the ways of funding and research. This means that children and their families miss out on potentially life-saving treatment options.
- Present a rational appeal by presenting facts about research and funding.
- Appeal to serious emotions and shock the audience with facts, but craft messages in such a way that the audience will feel empowered to do something to make a difference. Help the audience feel that they can make a difference by getting involved.

Section 7: Social Media Strategy

- **Overview:** Manage and monitor unique UA With Purpose pages, including Facebook, Instagram, Snapchat, and Twitter. Using With Purpose's social media platforms as inspiration, we created new and engaging content that encouraged followers to not only engage with our UA With Purpose pages, but also to engage with With Purpose as a brand by visiting their main social media pages and website. Additionally, we shared posts by With Purpose.
 - Preparation/Research: In order to properly prepare content for our UA With Purpose Facebook page, we monitored the organization's main With Purpose page. While our social media efforts will encourage followers to interact with us across all platforms, it will ultimately lead them to engage with With Purpose on their main social media pages and website. After researching With Purpose's social media platforms, the following information was found:
 - i. Facebook: The With Purpose Facebook page has 2,276 likes and 2,226 followers. They receive frequent interaction with their content, including comments, likes, and shares of posts. The organization was given a five-star rating by page visitors. The With Purpose Facebook page features not only promotional materials and updates on the organization's events, but also relevant articles about cancer funding and research.
 - ii. Twitter: The With Purpose Twitter page is not used nearly as frequently as the organization's other social media accounts. @wpgiving has 524 followers and has not had a post since October 2016.
 - iii. Instagram: The With Purpose Instagram page has 1,333 followers and features 83 posts. The content - both photos and captions - posted on With Purpose's Instagram closely mirrors the content posted on its Facebook page.
 - Deliverable: The social media deliverables will include a social media content calendar, as well as content for posts, and the posts themselves.
 - Message: Our key messages will be presented throughout our social media content. See Section 5 for key messages and messaging strategy. Separate tactics specifying what types of posts will be made, as what messaging strategies they will employ, are further outlined underneath the corresponding objective.
 - Communication: Social media.
 - Follow-Up: Monitor account activity, including page likes, follows, and comments. Engage with followers who comment, like, and re-post material. Interact with followers by responding to comments and liking or re-posting their content.
- **Budget:** There was no cost associated with our social media tactics.

Timeline: Prepare most content and content calendars by February 15, 2018. Oversee the daily updating and monitoring of posts and interaction from February 15-March 15, 2018

Section 8: Implementation

The implementation of this social media campaign occurred within the time frame of the Bateman Case Study Competition implementation period – February 15 through March 15, 2018. Each social media platform was monitored daily to post content, interact with followers, and build a follower base. To facilitate implementation, social media content calendars were created before the start of the campaign to determine what content would be posted and when it would be posted on Facebook, Twitter, or Instagram. The content calendars changed several times throughout the course of the campaign in order to accommodate for changes in the campaign schedule. The content calendars are included below for reference.

Section 9: Analytics

Each account's activity was measured throughout the course of the campaign using the analytics functions that exist within Facebook, Twitter, and Instagram. Statistics on overall account activity throughout the course of the campaign are provided below.

Platform	Number of Posts	Followers (From 0 followers on 2/15/18)	Avg. Likes per Post
Facebook	31	87	2.5
Twitter	47	68	2.64
Instagram	22	167	20

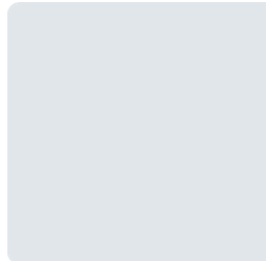
Top Posts





With Purpose UAkron @uakron_wp · Mar 4

Each year, 40,000 kids undergo treatment for pediatric cancer. #WithPurpose believes in a world without childhood cancer and fights to make that a reality. with-purpose.org #IAmHappy



with purpose
Donate
with-purpose.org



With Purpose UAkron

Published by Kelly Unger [?] · February 18 ·

You wouldn't dress like they did in the 1970's... so why would we treat childhood cancer like they did in the 1970's? For many pediatric cancers, there has been little or no advancement in treatments in the last 30 years. With Purpose supports groundbreaking research and advocates for innovations in cancer treatments. #WithPurpose #IAmHappy



Performance for Your Post

162 People Reached

5 Likes, Comments & Shares

4 Likes	3 On Post	1 On Shares
-------------------	---------------------	-----------------------

0 Comments	0 On Post	0 On Shares
----------------------	---------------------	-----------------------

1 Shares	1 On Post	0 On Shares
--------------------	---------------------	-----------------------

10 Post Clicks

2 Photo Views	0 Link Clicks	8 Other Clicks
-------------------------	-------------------------	--------------------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Twitter Analytics

Feb 2018 • 28 days

TWEET HIGHLIGHTS

Top Tweet earned 2,146 impressions

Want to be a buddy for a kid with cancer? Stop by our event on March 7 from 6-8 and make some friendship bracelets for kids at Akron Children's Hospital! We'll have a photo booth, fun prizes, and food! #WithPurpose #IAmHappy pic.twitter.com/DE8RJkcaHI



1 6 15

View Tweet activity

View all Tweet activity

Top Follower followed by 13.1K people



Akron Children's Hospital @AkronChildrens **FOLLOWS YOU**

Top mention earned 2 engagements



WHR Group Employee Relocation

@WHRGroup · Feb 22

@uakron_wp Love this idea! We'd like to recreate for @childhealthwi. Any suggestions on running an event like this?

1 1

View Tweet

Top media Tweet earned 178 impressions

Have 5 spare minutes between classes?

Want to brighten a kid's day??

Stop by our table in the Student Union TODAY and make a Valentine for a kid at Akron Children's Hospital! #WithPurpose #IAmHappy pic.twitter.com/aEq3B1Fro



2

FEB 2018 SUMMARY

Tweets
15

Tweet impressions
4,601

Profile visits
181

Mentions
2

New followers
33

28 day summary with change over previous period

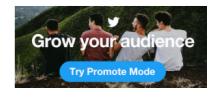
Tweets
25 ↑ 177.8%

Tweet impressions
12.7K ↑ 649.1%

Profile visits
292 ↑ 153.9%

Mentions
6 ↑ 200.0%

Followers
59 ↑ 33



Mar 2018 • 21 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 1,562 impressions

A HUGE thank you to everyone who came out to make friendship bracelets last week! We will soon be donating 141 friendship bracelets and cards to patients at Akron Children's Hospital - all thanks to you! pic.twitter.com/S7HDjp0aQV



2 10

View Tweet activity

View all Tweet activity

Top mention earned 12 engagements



Cat Hall

@cailyn_hall · Mar 13

@uakron_wp I live with purpose by making it my daily goal to make at least 5 to 8 people smile, build relationships with new people, help my community, and let people know that I'm always there if they ever need to talk!

1

View Tweet

Top media Tweet earned 1,270 impressions

Congratulations to our winner from Thursday's event, Taylor Foster! Check your email soon for more details about where you can pick up your @AkronRubberDuck tickets! pic.twitter.com/WbERe7MPg9

ADVERTISE ON TWITTER

Get your Tweets in front of more people

Promoted Tweets and content open up your reach on Twitter to more people.

Get started



MAR 2018 SUMMARY

Tweets
19

Tweet impressions
9,749

Profile visits
214

Mentions
5

New followers
20

Facebook Analytics

Daily data is recorded in the Pacific time zone.

1W 1M 1Q

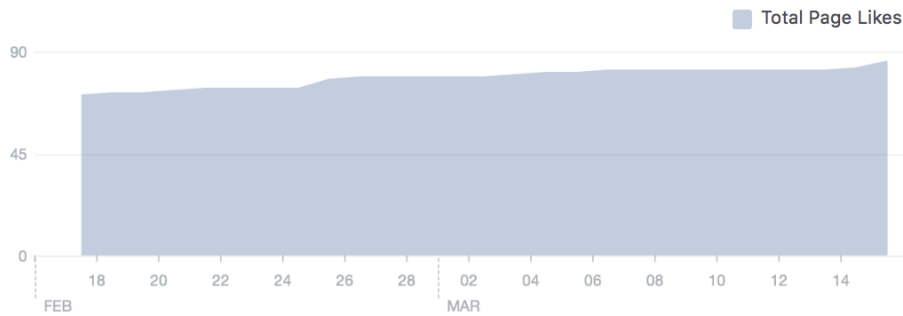
Start:

2/16/2018

End:

3/15/2018

Total Page Likes as of Today: 86

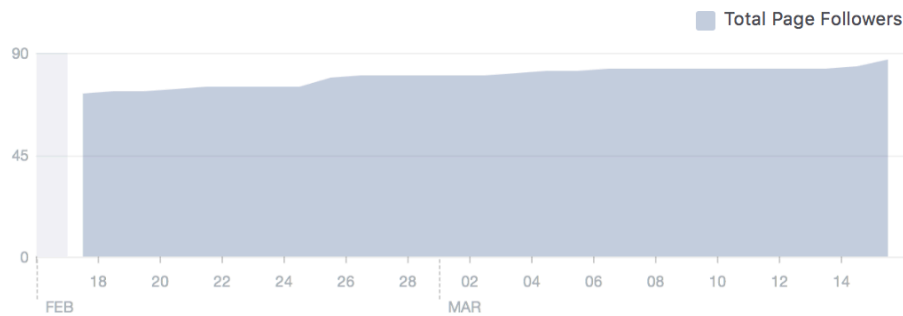


BENCHMARK

Compare your average performance over time.

Total Page Likes

Total Page Followers as of Today: 87



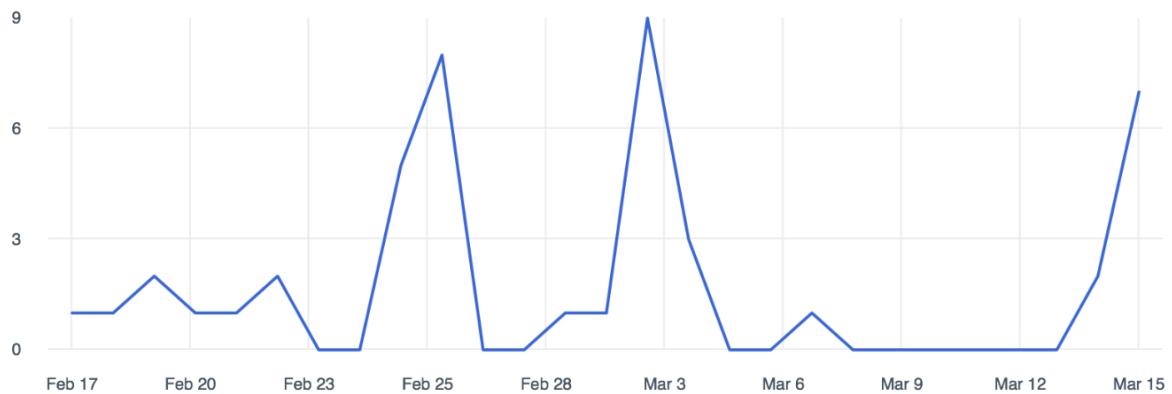
BENCHMARK

Compare your average performance over time.

Total Page Followers

Total Views By Section

Total Views

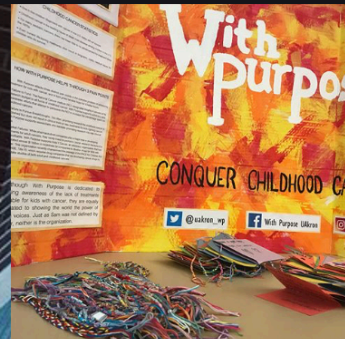


Instagram Analytics

♥ MOST-LIKED POSTS



♥ 50



♥ 37



♥ 27

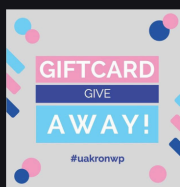
TOP-COMMENTED POSTS



4



3



2

#HASHTAGS

- 12 #iamhappy
- 12 #withpurpose
- 1 #akronevents
- 1 #uakron
- 1 #crafty
- 1 #service

Section 10: Evaluation

Objective	Evaluation
Generate interaction and engagement with 200 students on social media and at events from February 15, 2018 to March 15, 2018.	Achieved – Generated a total of over 300 followers throughout the course of the campaign.
Generate 100 likes, comments, and shares on social media posts leading up to Friendship Bracelets for the Kids on March 7.	Achieved – Promotional posts from February 28-March 8 received a total of 126 likes, comments, and shares across all three platforms.

Section 11: Reflection

Creating and implementing a social media campaign taught me a lot about the importance of planning and engagement in any public relations campaign. Whether they are personal or business accounts, social media often appears as an effortless task to the end user. However, creating a campaign centered around engaging and relevant content takes significant planning and monitoring to ensure its success. Research and preparation were crucial in the execution of my social media campaign – having content calendars that were made and ready to go helped facilitate the posting of content. Although it took a lot of work and brainstorming to prepare the content calendars, they were extremely helpful when managing the day-to-day activity of the Facebook, Twitter, and Instagram accounts. Additionally, scheduling services such as TweetDeck and Facebook Publisher made it easy to automate the posting of content, allowing me to have more time to engage with followers and monitor the posts.

Although most of the posted content was created in advance, it was important to remain flexible and allow social media to reflect new social media trends and changes with the overall direction of the campaign. For example, International Women's Day occurred on March 8 and was a trending topic across all social media platforms. I created a post to reflect that, sharing a blog post created by the founder of With Purpose. This campaign taught me the importance of timeliness in the world of online content and social media.

I also learned that curating and sustaining a base of dedicated followers is no simple task. I had to think strategically about the types of accounts I followed and what ways I could engage with them. I found myself setting aside 30 to 45 minutes each day to dedicate to following new accounts or engage with current followers by liking or interacting with their content. It felt particularly difficult to gather followers on Twitter; by the end of the campaign, I had only garnered 68. If I were to do this campaign over again, I would most likely not create a Twitter account and instead focus more efforts on Facebook and Instagram. The 2018 Social Media Study from Pew Research Center (2018) indicates that only 24% of online adults frequently use Twitter. I felt that including a Twitter account in my campaign would make it seem more professional if it had a presence on the “social trifecta” that is Facebook, Twitter, and Instagram.

In conclusion, creating and executing the social media component of our campaign for With Purpose was a dynamic yet challenging assignment. I have gained valuable insight that I can apply to the rest of my coursework and to my future Marketing and Public Relations career.



Appendix

The attached appendix includes several versions of the campaign content calendars, which were adjusted throughout the course of implementation to reflect changes in the schedule.

Content Calendar: February 20, 2018

Network	Date	Objective	Content Type	Copy	Link	Notes	Posted?
				WEEK 1: FEB 15-17			
FACEBOOK	2/15/18		Awareness	We are UA With Purpose, an organization dedicated to advocating for children with cancer and fighting for safer & more effective treatment options. Learn more about With Purpose here! #WithPurpose #IAmHappy	https://www.with-purpose.org		Yes
	2/16/18	Campaign Strategy	Promotion	Stop by the Student Union and check out our table today from 1-3! We're making cards for the kids at Akron Children's Hospital - stop by and make one on your way to class!			Yes
	2/16/18	Campaign Strategy	Education	Did you know Childhood cancer receives 4% of the National Cancer Institute's annual budget? Funds from the NCI go towards supporting innovative research and funding clinical trials that could revolutionize how we treat childhood cancer. With Purpose focuses on the main pain points surround childhood cancer, including funding and reserach. Learn more about their mission here: https://www.with-purpose.org/what-we-do/ #WithPurpose #IAmHappy		4% graphic	Yes
	2/17/18	Campaign Strategy	Education	You wouldn't dress like they did in the 1970's... so why would we treat childhood cancer like they did in the 1970's? For many pediatric cancers, there has been little or no advancement in treatments in the last 30 years. With Purpose supports groundbreaking reserach and advocates for innovations in cancer treatments. #WithPurpose #IAmHappy		Photo of 70's outfits	
				WEEK 2: FEB 18-24			
	2/20/18	Objective 1	Promotion	Post about South Hall program		Photos at program	
	2/20/18	Objective 1	Promotion	Post at South Hall Program			
	2/22/18	Campaign Strategy	Promotion	Share With Purpose post			
	2/23/18	Objective 2	Promotion	Want to be a buddy for a kid with cancer? Stop by our event on March 7 from 6-8 and make some friendship bracelets for kids at Akron Children's Hospital! We'll have a photo booth, fun prizes, and food! #WithPurpose #IAmHappy		Promotional photo w/ event info	
	2/24/18	Campaign Strategy	Education	Last year, about 10,270 children were expected to be diagnosed with cancer. About 1,190 children under the age of 15 were expected to die. Although we are still fighting in 2018, With Purpose works to change this by supporting research and advocacy iniatives. Learn more about their mission at www.with-purpose.org . #WithPurpose #IAmHappy	www.with-purpose.org	maybe a picture of the logo or photo of team in t-shirts	
				WEEK 3: FEB 25-MARCH 3			
	2/25/18	Campaign Strategy	Education/Promotion	Ever wonder why we always use #IAmHappy? It was inspired by Sam - the boy who made With Purpose possible. Click the link in our bio for to check out his story. #WithPurpose #IAmHappy	https://www.with-purpose.org/why-we-exist/	Photo of Sam with Backwards hat	
	2/26/18	Campaign Strategy	Promotion	Seen any of these things around campus? #PinWithPurpose to spread awareness of With Purpose's mission - to cinquer childhood cancer!		Photo of clothespins	
	2/27/18	Objective 1	Promotion	Post about res hall program			
	2/27/18	Objective 1	Promotion	Post photos at res hall program			
	3/1/18	Objective 2	Promotion	Want to be crafty for a cause? Stop by our Friendship Bracelets for the Kids event to make some gifts for our buddies at Akron Children's Hospital and learn more about With Purpose! There may or may not be free food and prizes involved... #WithPurpose #IAmHappy			
	3/2/18	Campaign Strategy	Education	#DidYouKnow the majority of the most promising discoveries in childhood cancer treatment don't even make it to clinical trial? #WithPurpose supports iniatives that help move this research out of the "Valley of Death" phase.	https://www.youtube.com/watch?v=sWfGj3XP81g&feature=youtu.be	Attach youtube video link	
				https://www.youtube.com/watch?v=sWfGj3XP81g&feature=youtu.be			
				WEEK 4: MARCH 4-10			
	3/5/18	Objective 2	Promotion	Here's a sneak peak of some of the items that YOU could win at our Friendship Bracelets for the Kids event! Stop by on March 7 from 6-8 PM in the Student Union for a food, fun, and prizes - all for a good cause!		Photo of gift baskets	



3/6/18	Campaign Strategy	Education
3/6/18	Objective 2	Promotion
3/6/18	Objective 2	Promotion
3/7/18	Objective 2	Promotion
3/7/18	Objective 2	Promotion

Annually, Americans spend 20 times more on potato chips than on childhood cancer research.
#WithPurpose works to change these statistics by funding research so every child with cancer can have treatment options. Source: <https://www.youtube.com/watch?v=5wyXEDuau14> #IAmHappy <https://www.youtube.com/watch?v=5wyXEDuau14> Video Link

Photos of event prep

Event poster photo and info

Event poster photo and info

Event photos and updates

Network	Date	Objective	Content Type	Copy	Link	Notes	Posted?
WEEK 1: FEB 15-17							
TWITTER	2/15/18	Campaign Strategy	Awareness	We are UA With Purpose, an organization dedicated to advocating for children with cancer and fighting for safer & more effective treatment options. Learn more about With Purpose here! #WithPurpose #IAmHappy	https://www.with-purpose.org		Yes
	2/15/18	Campaign Strategy	Promotion	Meet your UA With Purpose team! We are excited and ready to share With Purpose's mission throughout campus. #WithPurpose #IAmHappy		Photo of team in t-shirts	
	2/16/18	Campaign Strategy	Education	You wouldn't dress like they did in the 1970's... so why would we treat childhood cancer like they did in the 1970's? With Purpose supports groundbreaking reserach and advocates for innovations in cancer treatments. #WithPurpose #IAmHappy		Photo of 70's outfits	Yes
	2/16/18	Objective 1 Campaign	Promotion	Stop by the Student Union and check out our table today from 1-3! We're making cards for the kids at Akron Children's Hospital - stop by and make one on your way to class!			Yes
	2/17/18	Campaign Strategy	Promotion	WithPurpose retweet			
WEEK 2: FEB 18-24							
	2/19/18	campaign Strategy	Education	Did you know Childhood cancer receives 4% of the National Cancer Institute's annual budget? Funds from the NCI go towards supporting innovative research and funding clinical trials that could revolutionize how we treat childhood cancer. With Purpose focuses on the main pain points surround childhood cancer, including funding and reserach. Learn more about their mission here: https://www.with-purpose.org/what-we-do/ #WithPurpose #IAmHappy		4% graphic	Yes
	2/20/18	Objective 1	Promotion	Post about South Hall program			
	2/20/18	Objective 1	Promotion	Post at South Hall Program		Photos at program	
	2/22/18	Campaign Strategy	Education/Promotion	Ever wonder why we always use #IAmHappy? It was inspired by Sam - the boy who made With Purpose possible. Click the link in our bio for to check out his story. #WithPurpose #IAmHappy	https://www.with-purpose.org/why-we-exist/	Photo of Sam with Backwards hat	
	2/23/18	Objective 2	Promotion	Want to be a buddy for a kid with cancer? Stop by our event on March 7 from 6-8 and make some friendship bracelets for kids at Akron Children's Hospital! We'll have a photo booth, fun prizes, and food! #WithPurpose #IAmHappy		Promotional photo w/ event info	
WEEK 3: FEB 25-MARCH 3							
	2/26/18	Campaign Strategy	Promotion	Seen any of these things around campus? #PinWithPurpose to spread awareness of With Purpose's mission - to cinquer childhood cancer!		Photo of clothespins	
	2/27/18	Objective 1	Promotion	Post about res hall program			
	2/27/18	Objective 1	Promotion	Post photos at res hall program			
	2/28/18	Campaign Strategy	Education	#DidYouKnow the majority of the most promising discoveries in childhood cancer treatment don't even make it to clinical trial? #WithPurpose supports iniatives that help move this research out of the "Valley of Death" phase. https://www.youtube.com/watch?v=sWfGj3XP81g&feature=youtu.be	https://www.youtube.com/watch?v=sWfGj3XP81g&feature=youtu.be	Attach youtube video link	
	2/29/18	Campaign Strategy	Promotion	With Purpose retweet/share			
WEEK 4: MARCH 4-10							
	3/6/18	Objective 2	Promotion	Photos of event prep			
	3/6/18	Objective 2	Promotion	Event poster photo and info			
	3/7/18	Objective 2	Promotion	Event poster photo and info			
	3/7/18	Objective 2	Promotion	Event photos and updates			

Network	Date	Objective	Content Type	Copy	Link	Notes	Posted?
				WEEK 1: FEB 15-17			
INSTAGRAM	2/15/18	Campaign Strategy	Awareness	We are UA With Purpose, an organization dedicated to advocating for children with cancer and fighting for safer & more effective treatment options. Learn more about With Purpose here! #WithPurpose #IAmHappy	https://www.with-purpose.org		
	2/16/18	Objective 1	Promotion	We're tabling in the Union between 1-3 today! Stop by and see us - we'll be making Valentine's Day cards for the kids at Akron Children's Hospital. In just five minutes you can help brighten someone's day! #WithPurpose #IAmHappy		Photo of Kayla and Megan at table or of Valentines	
	2/17/18	Campaign Strategy Campaign Strategy	Education WP Post Share	This is Sam - the boy whose journey with cancer inspired the creation of With Purpose. Click the link in our bio to read more about his story. #WithPurpose #IAmHappy	https://www.with-purpose.org/why-we-exist/		POST LINK IN BIO!!!!
				WEEK 2: FEB 18-24			
	2/18/18	Campaign Strategy	Education	Did you know? Childhood cancer receives 4% of the National Cancer Institute's annual budget? Funds from the NCI go towards supporting innovative research and funding clinical trials that could revolutionize how we treat childhood cancer. With Purpose focuses on the main pain points surround childhood cancer, including funding and reserach. Learn more about their mission here: https://www.with-purpose.org/what-we-do/ #WithPurpose #IAmHappy		4% graphic	
	2/19/18	Campaign Strategy	Education	You wouldn't dress like they did in the 1970's... so why would we treat childhood cancer like they did in the 1970's? For many pediatric cancers, there has been little or no advancement in treatments in the last 30 years. With Purpose supports groundbreaking reserach and advocates for innovations in cancer treatments. #WithPurpose #IAmHappy		Photo of 70's outfits	
	2/20/18	Objective 1	Promotion	Post about South Hall program			
	2/20/18	Objective 1	Promotion	Post at South Hall Program		Photos at program	
	2/22/18	Campaign Strategy	Education/Promotion	Ever wonder why we always use #IAmHappy? It was inspired by Sam - the boy who made With Purpose possible. Click the link in our bio for to check out his story. #WithPurpose #IAmHappy	https://www.with-purpose.org/why-we-exist/	Photo of Sam with Backwards hat	
				WEEK 3: FEB 25-MARCH 3			
	2/23/18	Objective 2	Promotion	Want to be a buddy for a kid with cancer? Stop by our event on March 7 from 6-8 and make some friendship bracelets for kids at Akron Children's Hospital! We'll have a photo booth, fun prizes, and food! #WithPurpose #IAmHappy		Promotional photo w/ event info	
	2/26/18	Campaign Strategy	Promotion	Seen any of these things around campus? #PinWithPurpose to spread awareness of With Purpose's mission - to cinquer childhood cancer!		Photo of clothespins	
	2/27/18	Objective 1	Promotion	Post about res hall program			
	2/27/18	Objective 1	Promotion	Post photos at res hall program			
				WEEK 4: MARCH 4-10			
	3/6/18	Objective 2	Promotion	Photos of event prep			
	3/6/18	Objective 2	Promotion	Event poster photo and info			
	3/7/18	Objective 2	Promotion	Event poster photo and info			
	3/7/18	Objective 2	Promotion	Event photos and updates			

Content Calendar: February 25, 2018

Network	Date	Objective	Content Type	Copy	Link	Notes	Posted?
				WEEK 1: FEB 15-17			
FACEBOOK	2/15/18	Campaign Strategy	Awareness	We are UA With Purpose, an organization dedicated to advocating for children with cancer and fighting for safer & more effective treatment options. Learn more about With Purpose here! #WithPurpose #IAmHappy	https://www.with-purpose.org		Yes
	2/16/18	Campaign Strategy	Promotion	Stop by the Student Union and check out our table today from 1-3! We're making cards for the kids at Akron Children's Hospital - stop by and make one on your way to class!			Yes
	2/16/18	Campaign Strategy	Education	Did you know Childhood cancer receives 4% of the National Cancer Institute's annual budget? Funds from the NCI go towards supporting innovative research and funding clinical trials that could revolutionize how we treat childhood cancer. With Purpose focuses on the main pain points surround childhood cancer, including funding and reserach. Learn more about their mission here: https://www.with-purpose.org/what-we-do/ #WithPurpose #IAmHappy		4% graphic	Yes
	2/17/18	Campaign Strategy	Education	You wouldn't dress like they did in the 1970's... so why would we treat childhood cancer like they did in the 1970's? For many pediatric cancers, there has been little or no advancement in treatments in the last 30 years. With Purpose supports groundbreaking reserach and advocates for innovations in cancer treatments. #WithPurpose #IAmHappy		Photo of 70's outfits	
				WEEK 2: FEB 18-24			
	2/20/18	Objective 1	Promotion	Post about South Hall program		Photos at program	
	2/20/18	Objective 1	Promotion	Post at South Hall Program			
	2/22/18	Campaign Strategy	Promotion	Share With Purpose post			
	2/23/18	Objective 2	Promotion	Want to be a buddy for a kid with cancer? Stop by our event on March 7 from 6-8 and make some friendship bracelets for kids at Akron Children's Hospital! We'll have a photo booth, fun prizes, and food! #WithPurpose #IAmHappy		Promotional photo w/ event info	
	2/24/18	Campaign Strategy	Education	Last year, about 10,270 children were expected to be diagnosed with cancer. About 1,190 children under the age of 15 were expected to die. Although we are still fighting in 2018, With Purpose works to change this by supporting research and advocacy iniatives. Learn more about their mission at www.with-purpose.org . #WithPurpose #IAmHappy	www.with-purpose.org	maybe a picture of the logo or photo of team in t-shirts	
				WEEK 3: FEB 25-MARCH 3			
	2/25/18	Campaign Strategy	Education/Promotion	Ever wonder why we always use #IAmHappy? It was inspired by Sam - the boy who made With Purpose possible. Click the link in our bio for to check out his story. #WithPurpose #IAmHappy	https://www.with-purpose.org/why-we-exist/	Photo of Sam with Backwards hat	
	2/26/18	Objective 2	Promotion	Are you in a student organization and looking to get in some more service hours before the end of the semester? Stop by our Friendship Bracelets for the Kids event on March 7 from 6-8 in the Student Union 312!		Photo of clothespins	yes
	2/26/18	Campaign Strategy	Education	#DidYouKnow the majority of the most promising discoveries in childhood cancer treatment don't even make it to clinical trial? #WithPurpose supports iniatives that help move this research out of the "Valley of Death" phase. https://www.youtube.com/watch?v=5wyXEDuau14			yes
	2/27/18	Campaign Strategy	Education	"As a whole, America spends 20x more money on potato chips than we do on childhood cancer research." #WithPurpose fights to change this statistic. #IAmHappy	https://www.youtube.com/watch?v=5wyXEDuau14		yes
	2/27/18	Objective 1	Promotion	Post about res hall program			
	2/27/18	Objective 1	Promotion	Post photos at res hall program			
	3/1/18	Objective 2	Promotion	Want to be crafty for a cause? Stop by our Friendship Bracelets for the Kids event to make some gifts for our buddies at Akron Children's Hospital and learn more about With Purpose! There may or may not be free food and prizes involved... #WithPurpose #IAmHappy			
				WEEK 4: MARCH 4-10			
	3/5/18	Objective 2	Promotion	Here's a sneak peak of some of the items that YOU could win at our Friendship Bracelets for the Kids event! Stop by on March 7 from 6-8 PM in the Student Union for a food, fun, and prizes - all for a good cause!		Photo of gift baskets	



3/6/18	Campaign Strategy	Education
3/6/18	Objective 2	Promotion
3/6/18	Objective 2	Promotion
3/7/18	Objective 2	Promotion
3/7/18	Objective 2	Promotion

Annually, Americans spend 20 times more on potato chips than on childhood cancer research.
#WithPurpose works to change these statistics by funding research so every child with cancer can have treatment options. Source: <https://www.youtube.com/watch?v=5wyXEDuau14> #IAmHappy <https://www.youtube.com/watch?v=5wyXEDuau14> Video Link

Photos of event prep

Event poster photo and info

Event poster photo and info


Event photos and updates

Network	Date	Objective	Content Type	Copy	Link	Notes	Posted?
WEEK 1: FEB 15-17							
TWITTER	2/15/18	Campaign Strategy	Awareness	We are UA With Purpose, an organization dedicated to advocating for children with cancer and fighting for safer & more effective treatment options. Learn more about With Purpose here! #WithPurpose #IAmHappy	https://www.with-purpose.org		Yes
	2/15/18	Campaign Strategy	Promotion	Meet your UA With Purpose team! We are excited and ready to share With Purpose's mission throughout campus. #WithPurpose #IAmHappy		Photo of team in t-shirts	
	2/16/18	Campaign Strategy	Education	You wouldn't dress like they did in the 1970's... so why would we treat childhood cancer like they did in the 1970's? With Purpose supports groundbreaking reserach and advocates for innovations in cancer treatments. #WithPurpose #IAmHappy		Photo of 70's outfits	Yes
	2/16/18	Objective 1 Campaign	Promotion	Stop by the Student Union and check out our table today from 1-3! We're making cards for the kids at Akron Children's Hospital - stop by and make one on your way to class!			Yes
	2/17/18	Campaign Strategy	Promotion	WithPurpose retweet			
WEEK 2: FEB 18-24							
	2/19/18	Campaign Strategy	Education	Did you know Childhood cancer receives 4% of the National Cancer Institute's annual budget? Funds from the NCI go towards supporting innovative research and funding clinical trials that could revolutionize how we treat childhood cancer. With Purpose focuses on the main pain points surround childhood cancer, including funding and reserach. Learn more about their mission here: https://www.with-purpose.org/what-we-do/ #WithPurpose #IAmHappy		4% graphic	Yes
	2/20/18	Objective 1	Promotion	Post about South Hall program			
	2/20/18	Objective 1	Promotion	Post at South Hall Program		Photos at program	
	2/22/18	Campaign Strategy	Education/Promotion	Ever wonder why we always use #IAmHappy? It was inspired by Sam - the boy who made With Purpose possible. Click the link in our bio for to check out his story. #WithPurpose #IAmHappy	https://www.with-purpose.org/why-we-exist/	Photo of Sam with Backwards hat	
	2/23/18	Campaign Strategy	Promotion	Want to be a buddy for a kid with cancer? Stop by our event on March 7 from 6-8 and make some friendship bracelets for kids at Akron Children's Hospital! We'll have a photo booth, fun prizes, and food! #WithPurpose #IAmHappy		Promotional photo w/ event info	yes
WEEK 3: FEB 25-MARCH 3							
	2/26/18	Campaign Strategy	Promotion	Seen any of these things around campus? #PinWithPurpose to spread awareness of With Purpose's mission - to cinquer childhood cancer!		Photo of clothespins	
	2/27/18	Objective 1	Promotion	Post about res hall program			
	2/27/18	Objective 1	Promotion	Post photos at res hall program			
	2/28/18	Campaign Strategy	Education	"As a whole, America spends 20x more money on potato chips than we do on childhood cancer research." #WithPurpose fights to change this statistic. #IAmHappy	https://www.youtube.com/watch?v=5wyXEDuau14		yes
	2/29/18	Campaign Strategy	Promotion	With Purpose retweet/share			
WEEK 4: MARCH 4-10							
	3/6/18	Objective 2	Promotion	Photos of event prep			
	3/6/18	Objective 2	Promotion	Event poster photo and info			
	3/7/18	Objective 2	Promotion	Event poster photo and info			
	3/7/18	Objective 2	Promotion	Event photos and updates			

Network	Date	Objective	Content Type	Copy	Link	Notes	Posted?
				WEEK 1: FEB 15-17			
INSTAGRAM	2/15/18	Campaign Strategy	Awareness	We are UA With Purpose, an organization dedicated to advocating for children with cancer and fighting for safer & more effective treatment options. Learn more about With Purpose here! #WithPurpose #IAmHappy	https://www.with-purpose.org		
	2/16/18	Campaign Strategy	Promotion	We're tabling in the Union between 1-3 today! Stop by and see us - we'll be making Valentine's Day cards for the kids at Akron Children's Hospital. In just five minutes you can help brighten someone's day! #WithPurpose #IAmHappy		Photo of Kayla and Megan at table or of Valentines	
	2/17/18	Campaign Strategy Campaign Strategy	Education WP Post Share	This is Sam - the boy whose journey with cancer inspired the creation of With Purpose. Click the link in our bio to read more about his story. #WithPurpose #IAmHappy	https://www.with-purpose.org/why-we-exist/		POST LINK IN BIO!!!!
				WEEK 2: FEB 18-24			
	2/18/18	Campaign Strategy	Education	Did you know? Childhood cancer receives 4% of the National Cancer Institute's annual budget? Funds from the NCI go towards supporting innovative research and funding clinical trials that could revolutionize how we treat childhood cancer. With Purpose focuses on the main pain points surround childhood cancer, including funding and reserach. Learn more about their mission here: https://www.with-purpose.org/what-we-do/ #WithPurpose #IAmHappy		4% graphic	
	2/19/18	Campaign Strategy	Education	You wouldn't dress like they did in the 1970's... so why would we treat childhood cancer like they did in the 1970's? For many pediatric cancers, there has been little or no advancement in treatments in the last 30 years. With Purpose supports groundbreaking reserach and advocates for innovations in cancer treatments. #WithPurpose #IAmHappy		Photo of 70's outfits	
	2/20/18	Objective 1	Promotion	Post about South Hall program			
	2/20/18	Objective 1	Promotion	Post at South Hall Program		Photos at program	
	2/22/18	Campaign Strategy	Education/Promotion	Ever wonder why we always use #IAmHappy? It was inspired by Sam - the boy who made With Purpose possible. Click the link in our bio for to check out his story. #WithPurpose #IAmHappy	https://www.with-purpose.org/why-we-exist/	Photo of Sam with Backwards hat	
				WEEK 3: FEB 25-MARCH 3			
	2/23/18	Campaign Strategy	Promotion	Want to be a buddy for a kid with cancer? Stop by our event on March 7 from 6-8 and make some friendship bracelets for kids at Akron Children's Hospital! We'll have a photo booth, fun prizes, and food! #WithPurpose #IAmHappy		Promotional photo w/ event info	
	2/26/18	Campaign Strategy	Promotion	Seen any of these things around campus? #PinWithPurpose to spread awareness of With Purpose's mission - to cinquer childhood cancer!		Photo of clothespins	
	2/27/18	Objective 1	Promotion	Post about res hall program			
	2/27/18	Objective 1	Promotion	Post photos at res hall program			
				WEEK 4: MARCH 4-10			
	3/6/18	Objective 2	Promotion	Photos of event prep			
	3/6/18	Objective 2	Promotion	Event poster photo and info			
	3/7/18	Objective 2	Promotion	Event poster photo and info			
	3/7/18	Objective 2	Promotion	Event photos and updates			

Content Calendar: March 3, 2018

Network	Date	Objective	Content Type	Copy	Link	Notes	Posted?
				WEEK 1: FEB 15-17			
FACEBOOK	2/15/18	Campaign Strategy	Awareness	We are UA With Purpose, an organization dedicated to advocating for children with cancer and fighting for safer & more effective treatment options. Learn more about With Purpose here! #WithPurpose #IAmHappy	https://www.with-purpose.org		Yes
	2/16/18	Objective 1	Promotion	Stop by the Student Union and check out our table today from 1-3! We're making cards for the kids at Akron Children's Hospital - stop by and make one on your way to class!			Yes
	2/16/18	Campaign Strategy	Education	Did you know Childhood cancer receives 4% of the National Cancer Institute's annual budget? Funds from the NCI go towards supporting innovative research and funding clinical trials that could revolutionize how we treat childhood cancer. With Purpose focuses on the main pain points surround childhood cancer, including funding and reserach. Learn more about their mission here: https://www.with-purpose.org/what-we-do/ #WithPurpose #IAmHappy		4% graphic	Yes
	2/17/18	Campaign Strategy	Education	You wouldn't dress like they did in the 1970's... so why would we treat childhood cancer like they did in the 1970's? For many pediatric cancers, there has been little or no advancement in treatments in the last 30 years. With Purpose supports groundbreaking reserach and advocates for innovations in cancer treatments. #WithPurpose #IAmHappy		Photo of 70's outfits	
				WEEK 2: FEB 18-24			
	2/20/18	Objective 1	Promotion	Post about South Hall program		Photos at program	
	2/20/18	Objective 1	Promotion	Post at South Hall Program			
	2/22/18	Campaign Strategy	Promotion	Share With Purpose post			
	2/23/18	Objective 2	Promotion	Want to be a buddy for a kid with cancer? Stop by our event on March 7 from 6-8 and make some friendship bracelets for kids at Akron Children's Hospital! We'll have a photo booth, fun prizes, and food! #WithPurpose #IAmHappy		Promotional photo w/ event info	
	2/24/18	Campaign Strategy	Education	Last year, about 10,270 children were expected to be diagnosed with cancer. About 1,190 children under the age of 15 were expected to die. Although we are still fighting in 2018, With Purpose works to change this by supporting research and advocacy iniatives. Learn more about their mission at www.with-purpose.org . #WithPurpose #IAmHappy	www.with-purpose.org	maybe a picture of the logo or photo of team in t-shirts	
				WEEK 3: FEB 25-MARCH 3			
	2/25/18	Campaign Strategy	Education/Promotion	Ever wonder why we always use #IAmHappy? It was inspired by Sam - the boy who made With Purpose possible. Click the link in our bio for to check out his story. #WithPurpose #IAmHappy	https://www.with-purpose.org/why-we-exist/	Photo of Sam with Backwards hat	
	2/26/18	Objective 2	Promotion	Are you in a student organization and looking to get in some more service hours before the end of the semester? Stop by our Friendship Bracelets for the Kids event on March 7 from 6-8 in the Student Union 312!		Photo of clothespins	yes
	2/26/18	Campaign Strategy	Education	#DidYouKnow the majority of the most promising discoveries in childhood cancer treatment don't even make it to clinical trial? #WithPurpose supports iniatives that help move this research out of the "Valley of Death" phase. https://www.youtube.com/watch?v=5wvyXEDuau14			yes
	2/27/18	Campaign Strategy	Education	"As a whole, America spends 20x more money on potato chips than we do on childhood cancer research." #WithPurpose fights to change this statistic. #IAmHappy	https://www.youtube.com/watch?v=5wvyXEDuau14		yes
	3/1/18	Campaign Strategy	Promotion	Share With Purpose post: After Sam was diagnosed with #DIPG, this is what we discovered. 0% is absolutely unacceptable. When you make a gift in support of #LincolnLogs4Sam, we can fund research to change this statistic. #WithPurpose #IAmHappy #ConquerChildhoodCancer #Donate #LincolnLogs #Hasbro			yes
				WEEK 4: MARCH 4-10			
	3/3/18	Objective 2	Promotion	Spring is just weeks away - and that means baseball season! You can win two FREE tickets to any Akron Rubber Ducks game at our Friendship Bracelets event on Wednesday in SU 312 from 6-8 PM. Can't wait to see you there! #WithPurpose #IAmHappy		Photo of tickets	yes

	3/4/18	Objective 2	Promotion	Take a study break and make a little gift for a kid at Akron Children's Hospital on Wednesday from 6-8 in SU 312! Rumor has it, there will also be free pizza involved... #WithPurpose #IAmHappy	Event flyer	scheduled
	3/5/18	Campaign Strategy	Education	Each year, 40,000 kids undergo treatment for pediatric cancer in the U.S. #WithPurpose believes in a world without childhood cancer and fights to make that a reality. Www.with-purpose.org #IAmHappy	www.with-purpose.org	scheduled

Network	Date	Objective	Content Type	Copy	Link	Notes	Posted?
WEEK 1: FEB 15-17							
TWITTER	2/15/18	Campaign Strategy	Awareness	We are UA With Purpose, an organization dedicated to advocating for children with cancer and fighting for safer & more effective treatment options. Learn more about With Purpose here! #WithPurpose #IAmHappy	https://www.with-purpose.org		Yes
	2/15/18	Campaign Strategy	Promotion	Meet your UA With Purpose team! We are excited and ready to share With Purpose's mission throughout campus. #WithPurpose #IAmHappy		Photo of team in t-shirts	
	2/16/18	Campaign Strategy	Education	You wouldn't dress like they did in the 1970's... so why would we treat childhood cancer like they did in the 1970's? With Purpose supports groundbreaking reserach and advocates for innovations in cancer treatments. #WithPurpose #IAmHappy		Photo of 70's outfits	Yes
	2/16/18	Objective 1 Campaign	Promotion	Stop by the Student Union and check out our table today from 1-3! We're making cards for the kids at Akron Children's Hospital - stop by and make one on your way to class!			Yes
	2/17/18	Campaign Strategy	Promotion	WithPurpose retweet			
WEEK 2: FEB 18-24							
	2/19/18	Campaign Strategy	Education	Did you know Childhood cancer receives 4% of the National Cancer Institute's annual budget? Funds from the NCI go towards supporting innovative research and funding clinical trials that could revolutionize how we treat childhood cancer. With Purpose focuses on the main pain points surround childhood cancer, including funding and reserach. Learn more about their mission here: https://www.with-purpose.org/what-we-do/ #WithPurpose #IAmHappy		4% graphic	Yes
	2/20/18	Objective 1	Promotion	Post about South Hall program			
	2/20/18	Objective 1	Promotion	Post at South Hall Program		Photos at program	
	2/22/18	Campaign Strategy	Education/Promotion	Ever wonder why we always use #IAmHappy? It was inspired by Sam - the boy who made With Purpose possible. Click the link in our bio for to check out his story. #WithPurpose #IAmHappy	https://www.with-purpose.org/why-we-exist/	Photo of Sam with Backwards hat	
	2/23/18	Objective 2	Promotion	Want to be a buddy for a kid with cancer? Stop by our event on March 7 from 6-8 and make some friendship bracelets for kids at Akron Children's Hospital! We'll have a photo booth, fun prizes, and food! #WithPurpose #IAmHappy		Promotional photo w/ event info	yes
WEEK 3: FEB 25-MARCH 3							
	2/26/18	Campaign Strategy	Education	"As a whole, America spends 20x more money on potato chips than we do on childhood cancer research." #WithPurpose fights to change this statistic. #IAmHappy Source:	https://www.youtube.com/watch?v=5wyXEDuau14		yes
	2/27/18	Objective 1	Promotion	Hey, you! Yeah you! Do you live in Exchange Residence Hall? Stop by our Trivia Night at 7:00 to learn more about With Purpose! Plus, there may or may not be some free pizza involved ;)			yes
	2/28/18	Objective 2	Education	Fun fact: we will be giving away 5 fun prizes at our Friendship Bracelets event! To enter into our raffle, DM us your name and zips email! #WithPurpose #IAmHappy			yes
	2/28/18	Objective 2	Promotion	Friendly reminder that Friendship Bracelets for the Kids is ONE WEEK away! Stop by to earn some service hours, make a gift for a kid at Akron Children's Hospital, and maybe win some prizes!			yes
WEEK 4: MARCH 4-10							
	3/4/18	Campaign Strategy	Education	Each year, 40,000 kids undergo treatment for pediatric cancer in the U.S. #WithPurpose believes in a world without childhood cancer and fights to make that a reality. Wwww.with-purpose.org #IAmHappy			scheduled
	3/5/18	Objective 2	Promotion	Spring is just weeks away - and that means baseball season! You can win two FREE tickets to any Akron Rubber Ducks game at our Friendship Bracelets event on Wednesday in SU 312 from 6-8 PM. Can't wait to see you there! #WithPurpose #IAmHappy		Photo of tickets	scheduled

Network	Date	Objective	Content Type	Copy	Link	Notes	Posted?
				WEEK 1: FEB 15-17			
INSTAGRAM	2/15/18	Campaign Strategy	Awareness	We are UA With Purpose, an organization dedicated to advocating for children with cancer and fighting for safer & more effective treatment options. Learn more about With Purpose here! #WithPurpose #IAmHappy	https://www.with-purpose.org		
	2/16/18	Objective 1	Promotion	Thanks to everyone who came out to make a Valentine's card today! #WithPurpose #IAmHappy		Photo of table	
				WEEK 2: FEB 18-24			
	2/19/18	Campaign Strategy	Education	Did you know? Childhood cancer receives 4% of the National Cancer Institute's annual budget? Funds from the NCI go towards supporting innovative research and funding clinical trials that could revolutionize how we treat childhood cancer. With Purpose focuses on the main pain points surround childhood cancer, including funding and reserach. Learn more about their mission here: https://www.with-purpose.org/what-we-do/ #WithPurpose #IAmHappy		4% graphic	yes
	2/20/18	Objective 1	Promotion	Do you like trivia? Do you like free pizza? Do you live in South Hall? Or want to swing by? Come see us at Trivia Night TONIGHT from 7-8 PM and learn more about With Purpose! #WithPurpose #IAmHappy			yes
	2/21/18	Campaign Strategy	Education	You wouldn't dress like they did in the 1970's... so why would we treat childhood cancer like they did in the 1970's? For many pediatric cancers, there has been little or no advancement in treatments in the last 30 years. With Purpose supports groundbreaking reserach and advocates for innovations in cancer treatments. #WithPurpose #IAmHappy		Photo of 70's outfits	yes
	2/22/18	Campaign Strategy	Education/Promotion	This is Sam. When he was just 2 years old, he was diagnosed with a fatal form of brain cancer. Inspired to do something after his passing, his parents began With Purpose. We use #IAmHappy to honor Sam's legacy. Click the link in our bio to learn more about Sam's story.	https://www.with-purpose.org/why-we-exist/	Photo of Sam	yes
					WEEK 3: FEB 25-MARCH 3		
	2/26/18	Objective 2	Promotion	Want to be crafty for a cause? Stop by Friendship Bracelets for the Kids on March 7 from 6-8 PM! We will have a photo staion, prizes, and food!		Friendship bracelets stock photo	yes
	2/27/18	Objective 1	Promotion	Stop by Exchange Street Hall tonight for some free pizza and trivia! Learn more about With Purpose and enjoy some free pizza! Did we mention free pizza!		Promotional poster/graphic	yes
	2/27/18	Objective 1	Promotion	Thanks to everyone who came out to our Trivia Night tonight! #WithPurpose #IAmHappy			yes
	3/1/18	Objective 2	Promotion	Picture it now: it's a warm summer night, you're enjoying some nachos while you sit in your FREE seats that you won at the Friendship Bracelets for the Kids event! Stop by next Wednesday from 6-8 PM in SU 312 for a chance to win these and more! And eat free food! #WithPurpose #IAmHappy #UAkron WP			
				WEEK 4: MARCH 4-10			
				WEEK 5: MARCH 11-15			

Content Calendar: March 7, 2018

Network	Date	Objective	Content Type	Copy	Link	Notes	Posted?
				WEEK 1: FEB 15-17			
FACEBOOK	2/15/18	Campaign Strategy	Awareness	We are UA With Purpose, an organization dedicated to advocating for children with cancer and fighting for safer & more effective treatment options. Learn more about With Purpose here! #WithPurpose #IAmHappy	https://www.with-purpose.org		Yes
	2/16/18	Objective 1	Promotion	Stop by the Student Union and check out our table today from 1-3! We're making cards for the kids at Akron Children's Hospital - stop by and make one on your way to class!			Yes
	2/16/18	Campaign Strategy	Education	Did you know Childhood cancer receives 4% of the National Cancer Institute's annual budget? Funds from the NCI go towards supporting innovative research and funding clinical trials that could revolutionize how we treat childhood cancer. With Purpose focuses on the main pain points surround childhood cancer, including funding and reserach. Learn more about their mission here: https://www.with-purpose.org/what-we-do/ #WithPurpose #IAmHappy		4% graphic	Yes
	2/17/18	Campaign Strategy	Education	You wouldn't dress like they did in the 1970's... so why would we treat childhood cancer like they did in the 1970's? For many pediatric cancers, there has been little or no advancement in treatments in the last 30 years. With Purpose supports groundbreaking reserach and advocates for innovations in cancer treatments. #WithPurpose #IAmHappy		Photo of 70's outfits	
				WEEK 2: FEB 18-24			
	2/20/18	Objective 1	Promotion	Post about South Hall program		Photos at program	
	2/20/18	Objective 1	Promotion	Post at South Hall Program			
	2/22/18	Campaign Strategy	Promotion	Share With Purpose post			
	2/23/18	Objective 2	Promotion	Want to be a buddy for a kid with cancer? Stop by our event on March 7 from 6-8 and make some friendship bracelets for kids at Akron Children's Hospital! We'll have a photo booth, fun prizes, and food! #WithPurpose #IAmHappy		Promotional photo w/ event info	
	2/24/18	Campaign Strategy	Education	Last year, about 10,270 children were expected to be diagnosed with cancer. About 1,190 children under the age of 15 were expected to die. Although we are still fighting in 2018, With Purpose works to change this by supporting research and advocacy iniatives. Learn more about their mission at www.with-purpose.org . #WithPurpose #IAmHappy	www.with-purpose.org	maybe a picture of the logo or photo of team in t-shirts	
				WEEK 3: FEB 25-MARCH 3			
	2/25/18	Campaign Strategy	Education/Promotion	Ever wonder why we always use #IAmHappy? It was inspired by Sam - the boy who made With Purpose possible. Click the link in our bio for to check out his story. #WithPurpose #IAmHappy	https://www.with-purpose.org/why-we-exist/	Photo of Sam with Backwards hat	
	2/26/18	Objective 2	Promotion	Are you in a student organization and looking to get in some more service hours before the end of the semester? Stop by our Friendship Bracelets for the Kids event on March 7 from 6-8 in the Student Union 312!		Photo of clothespins	yes
	2/26/18	Campaign Strategy	Education	#DidYouKnow the majority of the most promising discoveries in childhood cancer treatment don't even make it to clinical trial? #WithPurpose supports iniatives that help move this research out of the "Valley of Death" phase. https://www.youtube.com/watch?v=5wyXEDuau14			yes
	2/27/18	Campaign Strategy	Education	"As a whole, America spends 20x more money on potato chips than we do on childhood cancer research." #WithPurpose fights to change this statistic. #IAmHappy	https://www.youtube.com/watch?v=5wyXEDuau14		yes
	3/1/18	Campaign Strategy	Promotion	Share With Purpose post: After Sam was diagnosed with #DIPG, this is what we discovered. 0% is absolutely unacceptable. When you make a gift in support of #LincolnLogs4Sam, we can fund research to change this statistic. #WithPurpose #IAmHappy #ConquerChildhoodCancer #Donate #LincolnLogs #Hasbro			yes
				WEEK 4: MARCH 4-10			
	3/3/18	Objective 2	Promotion	Spring is just weeks away - and that means baseball season! You can win two FREE tickets to any Akron Rubber Ducks game at our Friendship Bracelets event on Wednesday in SU 312 from 6-8 PM. Can't wait to see you there! #WithPurpose #IAmHappy		Photo of tickets	yes

	3/4/18	Objective 2	Promotion	Take a study break and make a little gift for a kid at Akron Children's Hospital on Wednesday from 6-8 in SU 312! Rumor has it, there will also be free pizza involved... #WithPurpose #IAmHappy	Event flyer	scheduled
	3/5/18	Campaign Strategy	Education	Each year, 40,000 kids undergo treatment for pediatric cancer in the U.S. #WithPurpose believes in a world without childhood cancer and fights to make that a reality. www.with-purpose.org www.with-purpose.org		scheduled
	3/6/18	Objective 2	Promotion	TOMORROW is our Friendship Bracelets for the Kids event! In just 10 minutes, you can brighten the day of a kid at Akron Children's Hospital by stopping by to make them a little gift! And did we mention - there's free pizza involved?! Stop by Student Union room 312 from 6-8 PM. COME ON OUT TONIGHT, FOLKS! We will be making friendship bracelets for kids at Akron Children's Hospital from 6-8 PM in SU 312. Whether you're crafty or not, you can make a little gift to brighten someone's day!	Event flyer	yes
	3/7/18	Objective 2	Promotion			yes
	3/7/18	Objective 2	Promotion	We've got some great pizza, prizes, and a fun photo station ready for ya tonight! 6-8 PM, SU 312.		yes
	3/8/18	Campaign Strategy	Education/Promotion	To honor #InternationalWomensDay today, check out this amazing article by With Purpose founder, Erin. Her family's story inspires us to carry out the #WithPurpose mission every day! A HUGE thank you to everyone who came out last night to make friendship bracelets for kids at Akron Children's Hospital! We were so happy to share #WithPurpose with all of you and cannot wait to donate the gifts you made soon! Congratulations to our winner from Thursday's event, Taylor Foster! Check your email soon for more details about where you can pick up your Akron Rubber Ducks tickets!	https%3A%2F%2Fmedium.com%2Fs%2Fstory%2Fim-the-executive-director-of-a-nonprofit-and-a-waitress-6918c2d8ac51&h=ATP6kA3iCWWCk6xeZSRpvKjD36Fm3UcKLXq5kJq1qAe4sV31iXoISUbWtwsJ35uvLaqNMheFimY3c08LGKaCuuk9tMU3sMmvQA9AKvlyMsP2hG5ci9fym5tAjSIIJfBg	yes
	3/8/18	Objective 2	Promotion		Photos from event	yes
	3/9/18	Objective 2	Promotion		graphic	yes
	WEEK 5: MARCH 11-15					

Network	Date	Objective	Content Type	Copy	Link	Notes	Posted?
WEEK 1: FEB 15-17							
TWITTER	2/15/18	Campaign Strategy	Awareness	We are UA With Purpose, an organization dedicated to advocating for children with cancer and fighting for safer & more effective treatment options. Learn more about With Purpose here! #WithPurpose #IAmHappy	https://www.with-purpose.org		Yes
	2/15/18	Campaign Strategy	Promotion	Meet your UA With Purpose team! We are excited and ready to share With Purpose's mission throughout campus. #WithPurpose #IAmHappy		Photo of team in t-shirts	
	2/16/18	Campaign Strategy	Education	You wouldn't dress like they did in the 1970's... so why would we treat childhood cancer like they did in the 1970's? With Purpose supports groundbreaking reserach and advocates for innovations in cancer treatments. #WithPurpose #IAmHappy		Photo of 70's outfits	Yes
	2/16/18	Objective 1 Campaign	Promotion	Stop by the Student Union and check out our table today from 1-3! We're making cards for the kids at Akron Children's Hospital - stop by and make one on your way to class!			Yes
	2/17/18	Campaign Strategy	Promotion	WithPurpose retweet			
WEEK 2: FEB 18-24							
	2/19/18	Campaign Strategy	Education	Did you know Childhood cancer receives 4% of the National Cancer Institute's annual budget? Funds from the NCI go towards supporting innovative research and funding clinical trials that could revolutionize how we treat childhood cancer. With Purpose focuses on the main pain points surround childhood cancer, including funding and reserach. Learn more about their mission here: https://www.with-purpose.org/what-we-do/ #WithPurpose #IAmHappy		4% graphic	Yes
	2/20/18	Objective 1	Promotion	Post about South Hall program			
	2/20/18	Objective 1	Promotion	Post at South Hall Program		Photos at program	
	2/22/18	Campaign Strategy	Education/Promotion	Ever wonder why we always use #IAmHappy? It was inspired by Sam - the boy who made With Purpose possible. Click the link in our bio for to check out his story. #WithPurpose #IAmHappy	https://www.with-purpose.org/why-we-exist/	Photo of Sam with Backwards hat	
				Want to be a buddy for a kid with cancer? Stop by our event on March 7 from 6-8 and make some friendship bracelets for kids at Akron Children's Hospital! We'll have a photo booth, fun prizes, and food! #WithPurpose #IAmHappy			
	2/23/18	Objective 2	Promotion			Promotional photo w/ event info	yes
WEEK 3: FEB 25-MARCH 3							
	2/26/18	Campaign Strategy	Education	"As a whole, America spends 20x more money on potato chips than we do on childhood cancer research." #WithPurpose fights to change this statistic. #IAmHappy Source:	https://www.youtube.com/watch?v=5wyXEDuau14		yes
	2/27/18	Objective 1	Promotion	Hey, you! Yeah you! Do you live in Exchange Residence Hall? Stop by our Trivia Night at 7:00 to learn more about With Purpose! Plus, there may or may not be some free pizza involved ;)			yes
	2/28/18	Objective 2	Education	Fun fact: we will be giving away 5 fun prizes at our Friendship Bracelets event! To enter into our raffle, DM us your name and zips email! #WithPurpose #IAmHappy			yes
	2/28/18	Objective 2	Promotion	Friendly reminder that Friendship Bracelets for the Kids is ONE WEEK away! Stop by to earn some service hours, make a gift for a kid at Akron Children's Hospital, and maybe win some prizes!			yes
WEEK 4: MARCH 4-10							
	3/4/18	Campaign Strategy	Education	Each year, 40,000 kids undergo treatment for pediatric cancer in the U.S. #WithPurpose believes in a world without childhood cancer and fights to make that a reality. www.with-purpose.org #IAmHappy			scheduled
	3/5/18	Objective 2	Promotion	Spring is just weeks away - and that means baseball season! You can win two FREE tickets to any Akron Rubber Ducks game at our Friendship Bracelets event on Wednesday in SU 312 from 6-8 PM. Can't wait to see you there! #WithPurpose #IAmHappy		Photo of tickets	scheduled
	3/6/18	Objective 2	Promotion	TOMORROW is our Friendship Bracelets event - stop by SU 312 from 6-8 PM to make a little gift for a kid at Akron Children's Hospital!		Event poster	yes

				COME ON OUT TONIGHT, FOLKS! We will be making friendship bracelets for kids at @AkronChildrens from 6-8 PM in SU 312. Whether you're crafty or not, you can make a little gift to brighten someone's day!			yes
	3/7/18	Objective 2	Promotion				
	3/7/18	Objective 2	Promotion	We've got some great pizza, prizes, and a fun photo station ready for ya tonight! 6-8 PM, SU 312.			yes
					https://medium.com/s/story/im-the-executive-director-of-a-nonprofit-and-a-waitress-6918c2d8ac51		
	3/8/18	Campaign Strategy	Education/Promotion	To honor #InternationalWomensDay today, check out this amazing article by With Purpose founder, Erin. Her family's story inspires us to carry out the #WithPurpose mission every day! Congratulations to our winner from Thursday's event, Taylor Foster! Check your email soon for more details about where you can pick up your @AkronRubberDuck tickets!			yes
	3/9/18	Objective 2	Promotion			Graphic	yes
WEEK 5: MARCH 11-15							

Network	Date	Objective	Content Type	Copy	Link	Notes	Posted?
				WEEK 1: FEB 15-17			
INSTAGRAM	2/15/18	Campaign Strategy	Awareness	We are UA With Purpose, an organization dedicated to advocating for children with cancer and fighting for safer & more effective treatment options. Learn more about With Purpose here! #WithPurpose #IAmHappy	https://www.with-purpose.org		
	2/16/18	Campaign Strategy	Promotion	Thanks to everyone who came out to make a Valentine's card today! #WithPurpose #IAmHappy		Photo of table	
				WEEK 2: FEB 18-24			
	2/19/18	Campaign Strategy	Education	Did you know? Childhood cancer receives 4% of the National Cancer Institute's annual budget? Funds from the NCI go towards supporting innovative research and funding clinical trials that could revolutionize how we treat childhood cancer. With Purpose focuses on the main pain points surround childhood cancer, including funding and reserach. Learn more about their mission here: https://www.with-purpose.org/what-we-do/ #WithPurpose #IAmHappy		4% graphic	yes
	2/20/18	Objective 1	Promotion	Do you like trivia? Do you like free pizza? Do you live in South Hall? Or want to swing by? Come see us at Trivia Night TONIGHT from 7-8 PM and learn more about With Purpose! #WithPurpose #IAmHappy			yes
	2/21/18	Campaign Strategy	Education	You wouldn't dress like they did in the 1970's... so why would we treat childhood cancer like they did in the 1970's? For many pediatric cancers, there has been little or no advancement in treatments in the last 30 years. With Purpose supports groundbreaking reserach and advocates for innovations in cancer treatments. #WithPurpose #IAmHappy		Photo of 70's outfits	yes
	2/22/18	Campaign Strategy	Education/Promotion	This is Sam. When he was just 2 years old, he was diagnosed with a fatal form of brain cancer. Inspired to do something after his passing, his parents began With Purpose. We use #IAmHappy to honor Sam's legacy. Click the link in our bio to learn more about Sam's story.	https://www.with-purpose.org/why-we-exist/	Photo of Sam	yes
				WEEK 3: FEB 25-MARCH 3			
	2/26/18	Objective 2	Promotion	Want to be crafty for a cause? Stop by Friendship Bracelets for the Kids on March 7 from 6-8 PM! We will have a photo staion, prizes, and food!		Friendship bracelets stock photo	yes
	2/27/18	Objective 1	Promotion	Stop by Exchange Street Hall tonight for some free pizza and trivia! Learn more about With Purpose and enjoy some free pizza! Did we mention free pizza!		Promotional poster/graphic	yes
	2/27/18	Objective 1	Promotion	Thanks to everyone who came out to our Trivia Night tonight! #WithPurpose #IAmHappy			yes
	2/28/18	Objective 2	Promotion	Picture it now: it's a warm summer night, you're enjoying some nachos while you sit in your FREE seats that you won at the Friendship Bracelets for the Kids event! Stop by next Wednesday from 6-8 PM in SU 312 for a chance to win these and more! And eat free food! #WithPurpose #IAmHappy #UAkron WP			yes
				WEEK 4: MARCH 4-10			
	3/6/18	Objective 2	Promotion	Stop by tomorrow night to make a little gift for a kid at Akron Children's Hospital. We will be hanging out from 6-8 PM in SU 312, come and stop by! Plus, we will have pizza and prizes! A HUGE thank you to everyone who came out tonight to make a friendship bracelet for the kids at Akron Children's Hospital! We are so glad that we could share #WithPurpose with all of you.		Promotional graphic	yes
	3/7/18	Objective 2	Promotion	#IAmHappy		Photos from event	yes
	3/8/18	Campaign Strategy	Education	#WithPurpose attacks 3 pain points in pediatric cancer research and treatment, one of which is the failure to pursue breakthroughs. For many pediatric cancers, there has been little to no advancement for treatment since the 1970's.		Infographic photo	yes
	3/9/18	Campaign Strategy	Education	#WithPurpose knows that we can do better for our kids and fights to conquer childhood cancer!		Infographic photo	yes
	3/9/18	Objective 2	Promotion	Congratulations to our winner from Thursday's event, Taylor Foster! Check your email soon for more details about where you can pick up your Rubber Ducks tickets!		graphic	yes
	3/10/18	Objective 2	Promotion	UA, you are amazing! We made 141 friendship bracelets and cards that will be donated to Akron Children's Hospital to brighten paitents' days!		Photos from event	yes
				WEEK 5: MARCH 11-15			

Content Calendar: March 12, 2018

Network	Date	Objective	Content Type	Copy	Link	Notes	Posted?
				WEEK 1: FEB 15-17			
FACEBOOK	2/15/18	Campaign Strategy	Awareness	We are UA With Purpose, an organization dedicated to advocating for children with cancer and fighting for safer & more effective treatment options. Learn more about With Purpose here! #WithPurpose #IAmHappy	https://www.with-purpose.org		Yes
	2/16/18	Objective 1	Promotion	Stop by the Student Union and check out our table today from 1-3! We're making cards for the kids at Akron Children's Hospital - stop by and make one on your way to class!			Yes
	2/16/18	Campaign Strategy	Education	Did you know Childhood cancer receives 4% of the National Cancer Institute's annual budget? Funds from the NCI go towards supporting innovative research and funding clinical trials that could revolutionize how we treat childhood cancer. With Purpose focuses on the main pain points surround childhood cancer, including funding and reserach. Learn more about their mission here: https://www.with-purpose.org/what-we-do/ #WithPurpose #IAmHappy		4% graphic	Yes
	2/17/18	Campaign Strategy	Education	You wouldn't dress like they did in the 1970's... so why would we treat childhood cancer like they did in the 1970's? For many pediatric cancers, there has been little or no advancement in treatments in the last 30 years. With Purpose supports groundbreaking reserach and advocates for innovations in cancer treatments. #WithPurpose #IAmHappy		Photo of 70's outfits	
				WEEK 2: FEB 18-24			
	2/20/18	Objective 1	Promotion	Post about South Hall program		Photos at program	
	2/20/18	Objective 1	Promotion	Post at South Hall Program			
	2/22/18	Campaign Strategy	Promotion	Share With Purpose post			
	2/23/18	Objective 2	Promotion	Want to be a buddy for a kid with cancer? Stop by our event on March 7 from 6-8 and make some friendship bracelets for kids at Akron Children's Hospital! We'll have a photo booth, fun prizes, and food! #WithPurpose #IAmHappy		Promotional photo w/ event info	
	2/24/18	Campaign Strategy	Education	Last year, about 10,270 children were expected to be diagnosed with cancer. About 1,190 children under the age of 15 were expected to die. Although we are still fighting in 2018, With Purpose works to change this by supporting research and advocacy iniatives. Learn more about their mission at www.with-purpose.org . #WithPurpose #IAmHappy	www.with-purpose.org	maybe a picture of the logo or photo of team in t-shirts	
				WEEK 3: FEB 25-MARCH 3			
	2/25/18	Campaign Strategy	Education/Promotion	Ever wonder why we always use #IAmHappy? It was inspired by Sam - the boy who made With Purpose possible. Click the link in our bio for to check out his story. #WithPurpose #IAmHappy	https://www.with-purpose.org/why-we-exist/	Photo of Sam with Backwards hat	
	2/26/18	Objective 2	Promotion	Are you in a student organization and looking to get in some more service hours before the end of the semester? Stop by our Friendship Bracelets for the Kids event on March 7 from 6-8 in the Student Union 312!		Photo of clothespins	yes
	2/26/18	Campaign Strategy	Education	#DidYouKnow the majority of the most promising discoveries in childhood cancer treatment don't even make it to clinical trial? #WithPurpose supports iniatives that help move this research out of the "Valley of Death" phase. https://www.youtube.com/watch?v=5wyXEDuau14			yes
	2/27/18	Campaign Strategy	Education	"As a whole, America spends 20x more money on potato chips than we do on childhood cancer research." #WithPurpose fights to change this statistic. #IAmHappy	https://www.youtube.com/watch?v=5wyXEDuau14		yes
	3/1/18	Campaign Strategy	Promotion	Share With Purpose post: After Sam was diagnosed with #DIPG, this is what we discovered. 0% is absolutely unacceptable. When you make a gift in support of #LincolnLogs4Sam, we can fund research to change this statistic. #WithPurpose #IAmHappy #ConquerChildhoodCancer #Donate #LincolnLogs #Hasbro			yes
				WEEK 4: MARCH 4-10			
	3/3/18	Objective 2	Promotion	Spring is just weeks away - and that means baseball season! You can win two FREE tickets to any Akron Rubber Ducks game at our Friendship Bracelets event on Wednesday in SU 312 from 6-8 PM. Can't wait to see you there! #WithPurpose #IAmHappy		Photo of tickets	yes

	3/4/18	Objective 2	Promotion	Take a study break and make a little gift for a kid at Akron Children's Hospital on Wednesday from 6-8 in SU 312! Rumor has it, there will also be free pizza involved... #WithPurpose #IAmHappy	Event flyer	scheduled
	3/5/18		Education	Each year, 40,000 kids undergo treatment for pediatric cancer in the U.S. #WithPurpose believes in a world without childhood cancer and fights to make that a reality. Www.with-purpose.org #IAmHappy	www.with-purpose.org	scheduled
	3/6/18	Objective 2	Promotion	TOMORROW is our Friendship Bracelets for the Kids event! In just 10 minutes, you can brighten the day of a kid at Akron Children's Hospital by stopping by to make them a little gift! And did we mention - there's free pizza involved?! Stop by Student Union room 312 from 6-8 PM. COME ON OUT TONIGHT, FOLKS! We will be making friendship bracelets for kids at Akron Children's Hospital from 6-8 PM in SU 312. Whether you're crafty or not, you can make a little gift to brighten someone's day!	Event flyer	yes
	3/7/18	Objective 2	Promotion			yes
	3/7/18	Objective 2	Promotion	We've got some great pizza, prizes, and a fun photo station ready for ya tonight! 6-8 PM, SU 312.		yes
	3/8/18	Campaign Strategy	Education/Promotion	To honor #InternationalWomensDay today, check out this amazing article by With Purpose founder, Erin. Her family's story inspires us to carry out the #WithPurpose mission every day! A HUGE thank you to everyone who came out last night to make friendship bracelets for kids at Akron Children's Hospital! We were so happy to share #WithPurpose with all of you and cannot wait to donate the gifts you made soon!	https%3A%2F%2Fmedium.com%2Fs%2Fstory%2Fim-the-executive-director-of-a-nonprofit-and-a-waitress-6918c2d8ac51&h=ATP6kA3iCWWCk6xeZSRpvKjD36Fm3UcKLXq5kTJq1qAe4sV31iXoISUbWtwsJ35uvLaqNMheFimY3c08LGKaCuuk9tMU3sMmvQA9AKvlyMsP2hG5ci9fym5tAjSIIJfBg	yes
	3/8/18	Objective 2	Promotion	Congratulations to our winner from Thursday's event, Taylor Foster! Check your email soon for more details about where you can pick up your Akron Rubber Ducks tickets!	Photos from event	yes
	3/9/18	Objective 2	Promotion		graphic	yes
	WEEK 5: MARCH 11-15					
	3/12/18	Campaign Strategy	Promotion	Check out @uakron_wp on Twitter today for a special giveaway! #WithPurpose #IAmHappy		yes
	3/13/18	Campaign Strategy	Education	Hard to believe that only 4 new pediatric cancer drugs have been FDA approved in the last 30 years. #WithPurpose supports groundbreaking research to someday change this statistic! #WithPurpose knows that we can do better for our kids. Learn more about what they do at www.with-purpose.org	Infographic photo	yes
	3/14/18	Campaign Strategy	Education		Infographic photo	scheduled

Network	Date	Objective	Content Type	Copy	Link	Notes	Posted?
WEEK 1: FEB 15-17							
TWITTER	2/15/18	Campaign Strategy	Awareness	We are UA With Purpose, an organization dedicated to advocating for children with cancer and fighting for safer & more effective treatment options. Learn more about With Purpose here! #WithPurpose #IAmHappy	https://www.with-purpose.org		Yes
	2/15/18	Campaign Strategy	Promotion	Meet your UA With Purpose team! We are excited and ready to share With Purpose's mission throughout campus. #WithPurpose #IAmHappy		Photo of team in t-shirts	
	2/16/18	Campaign Strategy	Education	You wouldn't dress like they did in the 1970's... so why would we treat childhood cancer like they did in the 1970's? With Purpose supports groundbreaking reserach and advocates for innovations in cancer treatments. #WithPurpose #IAmHappy		Photo of 70's outfits	Yes
	2/16/18	Objective 1 Campaign	Promotion	Stop by the Student Union and check out our table today from 1-3! We're making cards for the kids at Akron Children's Hospital - stop by and make one on your way to class!			Yes
	2/17/18	Campaign Strategy	Promotion	WithPurpose retweet			
WEEK 2: FEB 18-24							
	2/19/18	Campaign Strategy	Education	Did you know Childhood cancer receives 4% of the National Cancer Institute's annual budget? Funds from the NCI go towards supporting innovative research and funding clinical trials that could revolutionize how we treat childhood cancer. With Purpose focuses on the main pain points surround childhood cancer, including funding and reserach. Learn more about their mission here: https://www.with-purpose.org/what-we-do/ #WithPurpose #IAmHappy		4% graphic	Yes
	2/20/18	Objective 1	Promotion	Post about South Hall program			
	2/20/18	Objective 1	Promotion	Post at South Hall Program		Photos at program	
	2/22/18	Campaign Strategy	Education/Promotion	Ever wonder why we always use #IAmHappy? It was inspired by Sam - the boy who made With Purpose possible. Click the link in our bio for to check out his story. #WithPurpose #IAmHappy	https://www.with-purpose.org/why-we-exist/	Photo of Sam with Backwards hat	
	2/23/18		Promotion	Want to be a buddy for a kid with cancer? Stop by our event on March 7 from 6-8 and make some friendship bracelets for kids at Akron Children's Hospital! We'll have a photo booth, fun prizes, and food! #WithPurpose #IAmHappy		Promotional photo w/ event info	yes
WEEK 3: FEB 25-MARCH 3							
	2/26/18	Campaign Strategy	Education	"As a whole, America spends 20x more money on potato chips than we do on childhood cancer research." #WithPurpose fights to change this statistic. #IAmHappy Source: Hey, you! Yeah you! Do you live in Exchange Residence Hall? Stop by our Trivia Night at 7:00 to learn more about With Purpose! Plus, there may or may not be some free pizza involved ;)	https://www.youtube.com/watch?v=5wyXEDuau14		yes
	2/27/18	Objective 1	Promotion	Fun fact: we will be giving away 5 fun prizes at our Friendship Bracelets event! To enter into our raffle, DM us your name and zips email! #WithPurpose #IAmHappy			yes
	2/28/18	Objective 2	Education	Friendly reminder that Friendship Bracelets for the Kids is ONE WEEK away! Stop by to earn some service hours, make a gift for a kid at Akron Children's Hospital, and maybe win some prizes!			yes
	2/28/18	Objective 2	Promotion				yes
WEEK 4: MARCH 4-10							
	3/4/18	Campaign Strategy	Education	Each year, 40,000 kids undergo treatment for pediatric cancer in the U.S. #WithPurpose believes in a world without childhood cancer and fights to make that a reality. Wwww.with-purpose.org #IAmHappy			scheduled
	3/5/18	Objective 2	Promotion	Spring is just weeks away - and that means baseball season! You can win two FREE tickets to any Akron Rubber Ducks game at our Friendship Bracelets event on Wednesday in SU 312 from 6-8 PM. Can't wait to see you there! #WithPurpose #IAmHappy		Photo of tickets	scheduled
	3/6/18	Objective 2	Promotion	TOMORROW is our Friendship Bracelets event - stop by SU 312 from 6-8 PM to make a little gift for a kid at Akron Children's Hospital!		Event poster	yes

	3/7/18	Objective 2	Promotion	COME ON OUT TONIGHT, FOLKS! We will be making friendship bracelets for kids at @AkronChildrens from 6-8 PM in SU 312. Whether you're crafty or not, you can make a little gift to brighten someone's day!		yes
	3/7/18	Objective 2	Promotion	We've got some great pizza, prizes, and a fun photo station ready for ya tonight! 6-8 PM, SU 312.		yes
	3/8/18	Campaign Strategy	Education/Promotion	To honor #InternationalWomensDay today, check out this amazing article by With Purpose founder, Erin. Her family's story inspires us to carry out the #WithPurpose mission every day! Congratulations to our winner from Thursday's event, Taylor Foster! Check your email soon for more details about where you can pick up your @AkronRubberDuck tickets!	https://medium.com/s/story/im-the-executive-director-of-a-nonprofit-and-a-waitress-6918c2d8ac51	yes
	3/9/18	Objective 2	Promotion		Graphic	yes
WEEK 5: MARCH 11-15						
	3/11/18	Objective 2	Promotion	A HUGE thank you to everyone who came out to make friendship bracelets last week! WE will soon be donating 141 friendship bracelets and cards to paitents at Akron Children's Hospital - all thanks to you!	Photos from event	yes
	3/12/18	Objective 2	Promotion	We're feeling extra grateful for all your help making bracelets, so we've decided to do a giveaway! To be entered to win, like this post and comment how you live #WithPurpose.	Graphic	yes
	3/12/18	Campaign Strategy	Education	Did you know that childhood cancer is the leading cause of death by disease among children in the U.S.? #WithPurpose fights to change this by funding pediatric cancer research and advocating for families affected by childhood cancer.		yes
	3/13/18	Campaign Strategy	Education	We can do better than this, and #WithPurpose fights to change it!	1 in 5 graphic	yes

Network	Date	Objective	Content Type	Copy	Link	Notes	Posted?
				WEEK 1: FEB 15-17			
INSTAGRAM	2/15/18	Campaign Strategy	Awareness	We are UA With Purpose, an organization dedicated to advocating for children with cancer and fighting for safer & more effective treatment options. Learn more about With Purpose here! #WithPurpose #IAmHappy	https://www.with-purpose.org		
	2/16/18	Campaign Strategy	Promotion	Thanks to everyone who came out to make a Valentine's card today! #WithPurpose #IAmHappy		Photo of table	
				WEEK 2: FEB 18-24			
	2/19/18	Campaign Strategy	Education	Did you know? Childhood cancer receives 4% of the National Cancer Institute's annual budget? Funds from the NCI go towards supporting innovative research and funding clinical trials that could revolutionize how we treat childhood cancer. With Purpose focuses on the main pain points surround childhood cancer, including funding and reserach. Learn more about their mission here: https://www.with-purpose.org/what-we-do/ #WithPurpose #IAmHappy		4% graphic	yes
	2/20/18	Objective 1	Promotion	Do you like trivia? Do you like free pizza? Do you live in South Hall? Or want to swing by? Come see us at Trivia Night TONIGHT from 7-8 PM and learn more about With Purpose! #WithPurpose #IAmHappy			yes
	2/21/18	Campaign Strategy	Education	You wouldn't dress like they did in the 1970's... so why would we treat childhood cancer like they did in the 1970's? For many pediatric cancers, there has been little or no advancement in treatments in the last 30 years. With Purpose supports groundbreaking reserach and advocates for innovations in cancer treatments. #WithPurpose #IAmHappy		Photo of 70's outfits	yes
	2/22/18	Campaign Strategy	Education/Promotion	This is Sam. When he was just 2 years old, he was diagnosed with a fatal form of brain cancer. Inspired to do something after his passing, his parents began With Purpose. We use #IAmHappy to honor Sam's legacy. Click the link in our bio to learn more about Sam's story.	https://www.with-purpose.org/why-we-exist/	Photo of Sam	yes
				WEEK 3: FEB 25-MARCH 3			
	2/26/18	Objective 1	Promotion	Want to be crafty for a cause? Stop by Friendship Bracelets for the Kids on March 7 from 6-8 PM! We will have a photo staion, prizes, and food!		Friendship bracelets stock photo	yes
	2/27/18	Objective 1	Promotion	Stop by Exchange Street Hall tonight for some free pizza and trivia! Learn more about With Purpose and enjoy some free pizza! Did we mention free pizza!		Promotional poster/graphic	yes
	2/27/18	Objective 1	Promotion	Thanks to everyone who came out to our Trivia Night tonight! #WithPurpose #IAmHappy			yes
	2/28/18	Objective 2	Promotion	Picture it now: it's a warm summer night, you're enjoying some nachos while you sit in your FREE seats that you won at the Friendship Bracelets for the Kids event! Stop by next Wednesday from 6-8 PM in SU 312 for a chance to win these and more! And eat free food! #WithPurpose #IAmHappy #UAkron WP			yes
				WEEK 4: MARCH 4-10			
	3/6/18	Objective 2	Promotion	Stop by tomorrow night to make a little gift for a kid at Akron Children's Hospital. We will be hanging out from 6-8 PM in SU 312, come and stop by! Plus, we will have pizza and prizes! A HUGE thank you to everyone who came out tonight to make a friendship bracelet for the kids at Akron Children's Hospital! We are so glad that we could share #WithPurpose with all of you.		Promotional graphic	yes
	3/7/18	Objective 2	Promotion	#IAmHappy		Photos from event	yes
	3/8/18	Campaign Strategy	Education	#WithPurpose attacks 3 pain points in pediatric cancer research and treatment, one of which is the failure to pursue breakthroughs. For many pediatric cancers, there has been little to no advancement for treatment since the 1970's.		Infographic photo	yes
	3/9/18	Objective 2	Education	#WithPurpose knows that we can do better for our kids and fights to conquer childhood cancer!		Infographic photo	yes
	3/9/18	Objective 2	Promotion	Congratulations to our winner from Thursday's event, Taylor Foster! Check your email soon for more details about where you can pick up your Rubber Ducks tickets!		graphic	yes
	3/10/18	Objective 2	Promotion	UA, you are amazing! We made 141 friendship bracelets and cards that will be donated to Akron Children's Hospital to brighten paitents' days!		Photos from event	yes
				WEEK 5: MARCH 11-15			



3/12/18

Campaign Strategy Education

This is one of the many reasons that we need more advancement in the world of pediatric cancer research! Survivors shouldn't have to bear the physical pain for their whole lives. #WithPurpose #IAmHappy

graphic

yes

3/13/18

Campaign Strategy Promotion

Sam Benson inspired #IAmHappy - and inspires us to work to end childhood cancer each day. What inspries you? Comment below for a chance to win a gift card!

yes

Qualtrics Survey Questions

1. What is your age?
2. What is your biological sex?
3. On average, how many hours do you spend on social media per week?
4. Please list the types of social media you use most often.
5. Are you a student at The University of Akron?
6. How many years have you completed at The University of Akron?
7. On average, how long is your commute to campus?
8. What method of transportation do you use to get to campus?
9. How many credit hours are you taking this semester?
10. On average, how many hours do you spend on outside obligations per week? (ie: work, campus organizations, family commitments, volunteering, etc.)
11. Which of these childhood cancer organizations are you aware of?
 - Alex's Lemonade Stand
 - St. Jude's Children's Research Hospital
 - Love Your Melon
 - American Childhood Cancer Organization
 - With Purpose
 - Amy's Army
 - Angels for Hope
 - Ashley's Foundation
 - Akron Children's Hospital
12. How much time per month would you be willing to volunteer for any of the organizations listed above?
13. List the percentage of national funding that you believe each type of cancer listed below receives. Note: the total percentage does not have to amount to 100%.
 - Breast cancer
 - Lung cancer
 - Childhood cancer
 - Leukemia
 - Colon cancer
 - Ovarian cancer
 - Prostate cancer
14. In terms of the following statements, how much do you feel you know about the topics below:
 - Cancer funding and research
 - Treatment options available for childhood cancer patients
 - Breakthroughs and innovations in the field of cancer research
15. In terms of the following statements, how much do you feel you know about the following types of cancer:
 - A. Leukemia
 1. Not at all aware 2. Slightly aware 3. Somewhat aware 4. Moderately aware 5. Extremely aware
 - B. Breast Cancer

1. Not at all aware 2. Slightly aware 3. Somewhat aware 4. Moderately aware 5. Extremely aware

C. Childhood Cancer

1. Not at all aware 2. Slightly aware 3. Somewhat aware 4. Moderately aware 5. Extremely aware